

August / 1956

THE REPORTER OF

# **Direct Mail**

a d v e r t i s i n g



Salute To A YOUNG LADY OF VISION . . . page 5

# what's all this **S. I. C.** talk

Everybody's talking S. I. C. — How it covers all industrial fields. — How it affords extra coverage to Direct Mail users.

S. I. C. covers most, but not all fields. And, S. I. C. does not cover all the names within each particular category! Therefore, mailing lists selected by S. I. C. codes cannot be complete! That's half-a-loaf. It's incomplete coverage — and fetches less response than the mail advertiser deserves.

## **PONTON has S. I. C. PLUS!**

PONTON not only supplements, but actually augments, basic S. I. C. mailing lists with thousands of businesses which should officially be included under these code classifications. Lack of information on financial strength, for instance, could exclude these firms.

But PONTON includes them, by virtue of employee strength, or upon the basis of additional, substantial evidence. They are potential prospects, too!

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**this is "SELECTIONICS"** — investigate ...

Order PONTON'S S. I. C. lists PLUS.  
They're QUALITY CONTROLLED!



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patent applied for

*"returns by the thousands"*



\*

*\* in spheres of experienced direct mail men . . .*

*Joseph J. Muccigrosso, Subscription Manager*

**ARGOSY MAGAZINE**



**MORE DIRECT MAIL RESPONSE — GREATER DOLLAR RETURN PER DOLLAR COST  
THAT IS SEN-BAK! FOR SAMPLES, SPECIFICATIONS AND TESTIMONIALS  
WRITE FOR THE SEN-BAK KIT — DO IT NOW!**

**GENERAL OFFICE SERVICE • INC**  
527 SIXTH STREET N.W. • WASHINGTON 1 D.C. • NATIONAL 8-5348



## Complete Automation comes to letter writing

*Now you can write, address, and sign  
as many as 3,000 letters per hour*

**H**ERE is the most versatile Addressograph machine ever offered. Starting with blank paper, this new machine, the Addressograph Model 1938, will print the letterhead, write the letter, fill in the salutation and date, and sign the letter in color—all at the rate of 3,000 per hour! Envelopes and reply cards can be addressed, imprinted with the return address, and postal indicia added.

In addition to producing personalized letters, the Model 1938 will also print and individualize statements and similar business forms in a single machine run.

Both the name and data writing and the printing units of this versatile machine can be used independently.

Write Methods Department today for the complete story of this new machine. Addressograph-Multigraph Corporation, Cleveland 17, Ohio—Production Machines for Business Records.\*



# Addressograph-Multigraph

SIMPLIFIED BUSINESS METHODS\*

\*Trade Marks

© 1956 A-M Corporation

SERVING SMALL BUSINESS — BIG BUSINESS — EVERY BUSINESS



# THE REPORTER OF Direct Mail advertising

224 Seventh Street, Garden City, N. Y.

Pioneer 6-1837

A MAGAZINE DEVOTED EXCLUSIVELY TO CONTACT BY MAIL

Volume 19 Number 4

August, 1956

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AUGUST, 1956



Bachrach

### A Salute To . . .

### A YOUNG LADY OF VISION

IT IS DIFFICULT to write a *short story* about our cover subject. She has done so much in her thirty-six years on this earth.

Many direct mail people know Ruth Gardner . . . from DMAA conventions, previous *Reporter* mentions, or from all sorts of meetings. But all of you should know her better . . . because of a recent change which put her in an important spot in the advertising field.

During the June, 1956 Advertising Federation of America convention in Philadelphia, Ruth Gardner was introduced as the successor to retiring-at-65 Helen Holby . . . who for 38 years headed the Club Activities Division of the AFA. President Elon Borton certainly pulled a rabbit out of the hat in reaching out to Orlando, Florida, to select just the right person with such a bewildering and peculiar background of experience. Popular and competent Helen Holby's shoes were difficult to fill . . . but Ruth can do it. The funny part about the whole thing is that she will now be getting paid for the kind of work she formerly had to do, and loved to do, in her "spare time".

With her solid background in direct mail and in club work of all kinds, Ruth will be able to give valuable assistance to the 130 member ad clubs of the AFA . . . aiding in promotion, programming, policy making, etc. Naturally, she'll be interested in helping on local Direct Mail Days in cooperation with the DMAA. Here is a capsule of her life to this August birthday:

Ruth Millner (her maiden name) was born and reared in Bogota (Bergen County) New Jersey. At the time of her graduation from Bogota High School things were rather tough . . . so further schooling was out.

"The more  
you say, the  
less people  
remember."

Francois Fenelon



So let's be brief.

Reply-O-Letter is a better letter—'cause readers find the reply card at their fingertips, and they needn't sign their names to reply.

Reply-O's creative staff is second to none. Their brains are yours to use, free of charge.

If you have a continuing need for good direct mail, we hope you'll remember this brief message when your next mailing comes up.

23rd year of Service to  
organizations in every field  
CARNEGIE ENDOWMENT for INTER. PEACE  
NEW ENGLAND JOURNAL OF MEDICINE  
ATOMIC DEVELOP. SECURITIES CORP.  
EQUITABLE LIFE, NEW YORK  
WILLMANN SERVICE SYSTEM  
POPULAR MECHANICS  
AIR REDUCTION  
DELL & HOWELL

the  
**reply-o-letter**

7 CENTRAL PARK WEST  
NEW YORK 23, N. Y.  
CIRCLE 5-0110



Sales Offices:  
BOSTON • CHICAGO • CLEVELAND • DETROIT • TORONTO

A family friend landed her a job with Harper & Brothers in the Franklin Square Agency Division . . . checking subscriptions and price lists. She didn't watch the clock and in five months was boosted upstairs to the Retail Book Department. There she became acquainted with many of the budding and/or well-know authors of that time. And her interest in books was fixed. Later, she was transferred to the High School Text-book Department but found it too dry and uninteresting.

After three years at Harper's, she took a gamble at being secretary to the eastern district manager of Diamond Alkali Sales Corporation at 230 Park Avenue. She got the job because she was the only applicant who knew how to spell "alkali". She had looked it up in the encyclopedia at the library before the interview. Her boss, Charles Douglas, taught her many thing about selling, merchandising and the principles of selling psychology . . . especially how to analyze the pros and cons of any topic.

After three and a half years, Ruth Millner left that spot to become Mrs. Gardner. Her husband was in the Navy and was soon sent to the Pacific. To keep herself occupied, Ruth took what was supposed to be an easy job with a laminated plywood furniture manufacturer. But she soon became embroiled as secretary to the purchasing agent, with the headaches of ordering hard-to-get rationed materials. Since her dad had been an architect and builder, she was in familiar territory.

The war over . . . her son, Stevie, was born. But four years later, the marriage floundered on the rocks of personal differences . . . and Ruth decided she and Stevie would go it alone. She selected Orlando, Florida, where her dad and mother had wintered, as a place to settle down.

Ruth wandered around town trying to make a connection with some "big outfit". Her resume of experiences with Harper's and Diamond caught the eye of manager Paul Stine at Harry P. Leu, Inc. He thought Ruth would fit in the then inactive (war casualty) advertising department . . . a dusty corner on the second floor of the rambling Leu building. That's when things started to happen . . . for Ruth and for a lot of companies involved in the distribution of equipment and supplies for factories and builders. She had to learn, quickly, everything she could about machin-

ery, equipment AND advertising. The local library became her university. She made side trips to printers, engravers, radio stations, newspapers. She wangled an invitation to attend the local ad club . . . the only woman allowed at that time.

An Addressograph salesman, helping Ruth to install a system of classified plates for her list of 2,500 customers and prospects (later grew to 7,500), introduced her to *The Reporter*. She read it hungrily. Later joined the DMAA and attended her first direct mail convention; soon began participating in panels and Circles of Information.

Before long, Ruth became a storehouse of knowledge about direct mail . . . her most valuable form of advertising (for direct orders and for backing up the sales force). When this reporter first visited the Leu setup in Orlando, it seemed incongruous for this pint-sized female to be romming around through steam hammers, metal-cutting machines, tiers of plumbing supplies and the maze of products from 750 nationally-known manufacturers . . . planning campaigns to sell them. But she took it all in stride. And laughed about it.

The Harry Leu company became nationally-known as an industrial distributor doing one of the best direct mail promotion jobs. Ruth even had trouble with many of the manufacturers who seemed to doubt whether she needed 6,000 pieces of "dealer help" rather than 600. They questioned if this girl could profitably use that many in the tourist and palm tree state of Florida. She succeeded in educating a number of manufacturers to do a better "dealer help" job. Even though her selective lists and mailings were usually small, Ruth estimates that she handled and mailed approximately one million pieces a year going to factory and building prospects in the deep south. This reporter owes Ruth a debt of gratitude for the help she furnished on a number of projects involved with industrial advertising.

During the eight years at Leu . . . Ruth managed to get mixed up in practically everything else possible. She became president of the Advertising Club of Central Florida in 1952, one of the few women gavel holders in the country of a mixed (or co-ed) ad club. For several years, she was a member of the board of directors of the 4th District AFA. She ran practically all the important jobs of the ad club . . . membership,

program, financing, publicity, hospitality and educational clinics.

Ruth was president of the Orlando Pilot Club in 1954 and was largely responsible for its national safety award of that year. She has worked faithfully on "Mothers March on Polio"; Boy Scout drives; Treasury Bond sales; Crusade for Freedom; and all sorts of liaison activities with both men's and women's clubs. She has talked before no one knows how many clubs and universities on subjects ranging from advertising, direct mail, highway safety to "on not being a woman in a man's world." She has written newspaper and magazine editorials and stories, press releases for "drives" and has done much work on local radio and TV.

During all that flurry of outside activity, Ruth, with one assistant, ground out copy, planned layouts and photographs, supervised production of direct mail pieces, placed newspaper ads, installed window displays, prepared industrial exhibits and all the other jobs which made Harry P. Leu famous as one of the best advertising industrial distributors in the world.

That is the briefly-sketched background which Ruth Gardner takes to her new job, director of Club Activities in the Advertising Federation of America. She is retaining and renting her home in Orlando so that she will have it when she follows Helen Holby to retirement. She is currently living at 222 Central Park South, just two blocks around the corner from the AFA office at 250 West 57th Street.

So far . . . she's happy in the new work. She's joined the New York Ad Club, The Women's Ad Club and naturally the Pilot Club. She will manage to find a little time for her pet hobbies . . . books, music, dancing or just plain conversating. You'll be seeing a lot of Ruth Gardner at conventions and ad club meetings. In case you want to reach her any time, she's not reluctant to reveal the telephone numbers. Office: Circle 6-2431; home: Circle 7-5600 (through Gainsborough Studios); and weekends through Hackettstown, New Jersey, Garden 5-3501.

You'll always find her cheerful and willing to discuss at the drop of a hat anything connected with advertising. Her only complaint is that when she looks out over Central Park she's just a bit disappointed in not seeing a palm tree. The palm trees will keep waving, at the right places, until she returns.—H. H., Sr. ●



## For want of a nail the battle was lost...

Remember? For want of a nail, all was lost. The shoe, the horse, the rider and the battle . . .

Also remember: for want of a *thought*, the battle of direct mail may be lost. For want of *what* thought?

Why, the thought of enclosing your vital direct mail message in appealing envelopes that prompt your prospect to say, "This looks interesting!"

Now *that's* the kind of custom designed envelopes that are available from Cupples-Hesse Corporation, at no more cost than ordinary, run-of-the-mill envelopes.

The only extra element is the thought of using just the *right* envelope for super-effective delivery of direct mail.



Write wire or phone us for samples of our spectacular Emboss-A-Tone envelopes that can help build your sales.

### CUPPLES-HESSE CORPORATION

4175 N. Kingshighway, St. Louis 15, Mo.

### CUPPLES-HESSE CORP. of Michigan

3635 Michigan Ave., Detroit 16, Mich.

### CUPPLES-HESSE CORP. of Iowa

1485 Keo, Des Moines 15, Ia.

Please send me your mailing list recommendations FREE OF CHARGE.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

BE SURE TO ENCLOSE YOUR MAILING PIECE OR DESCRIPTION OF YOUR OFFER

**WILLIAMS MADDERN INC.**  
215 FOURTH AVENUE • NEW YORK 3, N. Y.  
PHONE: Spring 7-7440  
CHARTER MEMBER: National Council of Mailing List Brokers

**SEND THIS COUPON!** It will bring you complete **FREE** details about the many excellent new lists of mail order buyers we can supply for **YOUR** next mailing.

Ours is a national service, used and relied on by many of the most successful mailers (large and small) in all parts of the country. They know, from experience, that we can obtain the kind of lists that are ideally suited to their needs.

Chances are we have the **BEST** lists for your needs, yet they'll cost no more than ordinary lists. Our recommendation service is **FREE**. Simply send the coupon.

# CUT YOUR MAILING COSTS! WITH THE MODEL No. 6



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail — also designed for **general purpose tying** of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for **SAFETY** — automatic releases where needed; **SIMPLICITY** — all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT** — fully automatic, speedy, firm, non-slip ties, economical in time and time. Let us prove it on our trial basis.

Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and literature.

DEPT. A  
BUNDLE TYER CO.  
**NATIONAL**

Blissfield, Michigan



## IT'S ABOUT TYME\*

we got together...

Whether your job  
is large or small...  
Do yourself a favor  
and give us a call.

**\*TYME** LETTER SERVICE CORP.  
42 E. 19th ST., N. Y. 3, N. Y., AL 4-0174  
A COMPLETE DIRECT MAIL SERVICE

DMAA Convention—New York  
Hotel Statler, Oct. 1, 2, 3

## Front Porch Scuttlebutt

The Gist Of Conversations About This And That With  
Visitors To The Editor Of The Reporter

The Short Notes Department usually found in this space has been moved to page 42 . . . in order to make room for this brand new monthly feature.

**IT'S AMAZING** . . . to see firsthand the power of propaganda; how one word constantly repeated can confuse average individuals and even newspaper editors. PMG Summerfield did a masterful (but not praiseworthy) job of pounding **deficit, deficit** into eyes, ears and minds of the public.

Even the usually accurate **St. Petersburg Times** (Democratic) editorially congratulated Republican Summerfield and the House on taking steps to wipe out "the deficit". Every class of mail must pay its own way, said the **Times** editorial. A number of casual visitors (not connected with direct mail) expressed willingness to pay increased letter rates to **wipe out the deplorable deficit**. They were amazed when we calmly explained exactly what and how many services the Post Office performs **for free**: (Just like the Agriculture Department.) How billions of pounds of certain classes of mail are accepted for a pittance of actual cost; how charities, labor unions, veterans groups and other non-profit units are exempted from each rate increase, thereby setting up two classes of mail users for the same services.

We explained that there wouldn't be a "deficit" if the cost of all the free services and of the subsidies (if necessary for public welfare) would be credited to the Post Office from appropriations; then charge the public and commercial users of the mail the actual remaining cost.

After the explanation, the usual retort is: "I never knew that before. Why don't the newspapers give us the truth? Why doesn't somebody do something about it?" Maybe we all should have more front porch conversations with average citizens (and editors) so that they can write and talk more intelligently with their representatives in Congress. (See the item on page 40.) **ALL OF US** at times are liable to gripe about the cost of utility services, such as electricity, gas and telephone

. . . spouting off about monopolies, etc. But this reporter is cured. After nearly a year of effort, the telephone company promised a private line for July 1. Florida is growing so fast, the utility companies are hard put to get and install necessary equipment. Our party line had no one knows how many stations and it was difficult to get the number. More difficult to make a call. We, and neighbors, watched the work involved in changing our area to a new system . . . which made a private line possible. Weeks of work and many men . . . on an assembly line basis.

First, the inspectors or surveyors marking poles to remove or poles for new equipment, then the ditch diggers, followed by a crew of cable layers. Next . . . two expert cable splicers working under an umbrella. A chore which would drive most of us nuts. Back came the ditchers to fill in the trenches; another crew a few days later tidied up the disrupted front lawns. Then came a truckful of cans and two specialists to put relay stations on the poles (if that is what they are). Only a few days late (July 5) came the real specialists to hook our phones onto the new line, change the dial equipment inside the phone and write in the private line disk, Clearwater 3-7970.

A few days later two more fellows arrived to check and see if everything was okay. We took some 3-D pictures of parts of the operations. One shows seven huskies snaking the line under our driveway. Altogether there must have been twenty-five different individuals (laborers and specialists) working on our line as part of the area changing, not counting the engineers at central office handling planning and connection. So when we make or get a call and pay the monthly bill, we'll be thinking of all those men, equipment and money which made the rapid communication possible.

That call to Garden City last night, costing \$2.05 was dirt cheap. And dirt,



SEND FOR  
THIS NEW MANUAL  
ON MAIL ORDER  
TODAY!

## MAIL ORDER STRATEGY

By Lewis Kleid

22 Mail Order Experts  
Tell You How to  
Create and Produce  
Powerful Direct Mail

Edith Walker  
B. L. Mazel  
Leslie Davis  
David Margulies  
John T. McKenzie  
Paul A. Murtaugh, Jr.  
Elsworth Howell  
Victor O. Schwab  
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S. Arthur Dambner  
Robert L. Fenton  
Lawrence G. Chait  
Maxwell C. Ross  
Edward N. Mayer, Jr.  
Tom McElroy  
Maxwell Sackheim

## MAIL ORDER STRATEGY

*You will learn how 22 Leaders in Mail Order  
Insure Maximum Sales through the Mails*

"Mail Order Strategy" by Lewis Kleid will become one of your most valued possessions . . . if you are the person in your company who must create sales through the mails. You will have in this manual a constant source of inspiration. You will know how many of the real stars in Mail Order think about lists of all kinds, about copy, about the mailing package.

You will be able to compare opinions and results on the important factors essential to success.

One of the things that will fascinate you about "Mail Order Strategy" is its interview technique. Lewis Kleid asks the questions. The practitioners give their answers. Throughout 23 chapters, Mr. Kleid asks nearly 600 questions. A remarkable piece of work. And profusely illustrated. For you, though, "Mail Order Strategy" will be a memorable experience and a constant source of inspiration.

Place your order at once, if you are NOT NOW a member of the DMAA\*. The edition is limited. You must be among first 2000 to order. So please do not delay. Clip the coupon, attach your check for \$7.50. Your money back if not completely satisfied.

\*All members of the Direct Mail Advertising Association will receive a copy of "Mail Order Strategy" as a part of membership service.

132 pages

\$7.50

The Reporter of Direct Mail Advertising • Garden City, N. Y.

Send me a copy of "Mail Order Strategy" for which I enclose \$7.50. . . or ☐ bill me.

Name  Title

Company

Street

City  Zone  State



—the last word in paper type for offset and electronic reproduction.

#### SETS EVERYTHING

Anyone can set headlines and body text for ads, printed pieces of all kinds.

#### QUICKER, EASIER

Presto Type comes on compact wooden type holders . . . aligns automatically to straight edge . . . tabs overlap allowing special spacing for special letter combinations . . . no spacing between letters required.

#### COSTS LESS

Complete fonts from \$2.50 to \$12.50



Has up to 62 different characters on a stick in pods of 50 each—3000 characters in all.

**WRITE FOR CATALOG Showing 300 Type Faces**

**PRESTO PROCESS CO.**

343 N. WATER STREET, ROCHESTER, N. Y.

# Elliott ADDRESSING MACHINES

offer you the only competition you can find in the Addressing Machine industry.

Consult your yellow telephone book or write to The Elliott Addressing Machine Co., 127 Albany St., Cambridge, 39, Mass.

lots of it in the front lawn, had much to do with it.

**SPEAKING OF PICTURES** . . . a ruling of the Federal Trade Commission has riled a lot of camera addicts, especially those with 3-D outfits. The FTC has usually done a good job in wiping out bad business practices, but in this case they seem to have laid an egg. In days now past . . . stereo camera owners could go on a trip (as we have done) and Airmail an exposed film to Eastman . . . to be Airmailed back to home address. By the time trip or vacation was over, the completed slides would be at home . . . to relive the experiences at once. The FTC charged "monopoly" because cost of processing was included in price of film . . . thereby forcing purchasers to give their processing to Eastman alone (who else can give as good service?). Eastman agreed to discontinue practice.

Now, under Federal rules, you must: (1) Buy your film from dealer and pay just price of film; (2) When exposed, you take the film back to dealer; (3) Dealer makes a record and ships film to Eastman; (4) Eastman ships processed slides back to dealer; (5) Customer has to check to see if and when package arrives; (6) Customer visits dealer to pick up slides and pay for processing (if he hasn't inveigled dealer to mail them to him).

It's all a silly mess of additional mailings back and forth and needless inconvenience to the camera owners. We understand camera addicts are yelling bloody murder. It could all be settled simply . . . by allowing customer to make a choice. If he wants to deal with Eastman direct, let him pay film price and processing price separately, but at the same time. Dealer could stamp mailing tag, "processing paid." Then the film could be mailed direct to Eastman and be returned direct (at any address) to customer.

In this case, we think the Government has overstepped the bounds of good judgment and good taste in trying to regulate legitimate business.

**GOOD OR BAD TASTE** has been the subject of numerous conversations lately. We like the slant Jared Abbeon (**Mail Order Day**) is taking in this issue . . . starting a new series of trying to answer questions. He advises those seeking new ideas for mail order products to read, visit, inspect, keep their eyes open. It's a good idea for everyone connected with direct mail.

Keep your eyes open for examples of bad taste in all sorts of advertising or selling activities. Find out what is irritating. Lean over backward in your own direct mail to avoid any hint or tinge of bad taste. There is so much of it around these days . . . those who exude good taste stand out like shining lights.

Take television, for example (we love it, but hate to see it prostituted). A recent **Medic** program brought howls of disapproval from the front porch critics. A beautiful program depicted the assassination of Abraham Lincoln and the succeeding medical record of the valiant but fruitless attempts to save his life. The episode ended tragically as Lincoln breathed his last . . . with family, officers, doctors around his bed. Without a flicker of pause, a teenage clown is shown falling down some steps with someone yelling, "You'll break your neck if you don't stop snatching, etc." It was a disgusting exhibition of bad taste.

Ralph Edwards comes to an emotional tear-jerker on **This Is Your Life**. The audience, viewers, participants are choked up. Edwards interrupts for an important announcement. A simpering female or an insincere huckster fouls up the atmosphere with a vacuous spiel about perfume or hair shampoo. Bad taste runs rampant.

By comparison, the Kraft commercials (for example) are acceptable and delightful. They come at an appropriate intermission in a drama . . . similar to an intermission in the theatre. They are consistently reserved, informative and sincere. They are in good taste.

Watch for these comparative examples of bad/or good taste. Get the opinions or reactions of your friends. Then try to avoid bad taste in your own work.

One more shot on bad taste: We wish the stars on TV would stop talking about how tired they are; how much they need a vacation; how they will be gone for the next month, two months or three. Who cares? We all have to **work** . . . whether tired or not.

**A TESTING METHOD** which was news to us turned up in some correspondence between Bill Sears (now of Dallas) and Weston Hill of Westport, Connecticut. Weston is a sales promotion and advertising consultant, and the correspondence concerned whether rug cleaners could use direct mail, testing methods and other matters.

Weston revealed that when he was with La Salle Extension University he



COLOR PHOTOGRAPH BY ANTON BRUEHL

## Ready... Set... Read!

Imagine this is your customer holding your letter. Figure you have just two minutes to put your message across—make the right kind of impression. How will you stand at the finish?

Your answer depends largely on your letterhead. If it's on HOWARD

BOND you can be sure it shows off a crisp, clean typing job to full advantage. You know your messages can be read quickly and easily.

And, with HOWARD BOND, you know your letterhead reflects your own fine business personality with a fine paper "feel" when it's held in

your customer's hands.

If your present letterhead isn't making the most of the two-minute "calls" you make by mail, ask your printer or paper merchant to show you HOWARD BOND samples. Available in *whitest white* and twelve attractive colors.

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

# Howard Bond

"The Nation's

Business Paper"

Companion Lines: Howard Ledger • Howard Mimeograph

Howard Writing • Howard Posting Ledger

Printed on Maxwell Offset



Basis 80—Wave finish



*Doesn't color reproduce better on Maxwell Offset?*

Howard Paper Mills, Inc. / MAXWELL PAPER COMPANY DIVISION / Franklin, Ohio

We'd be pleased to send you samples of our seven finishes and two tints

*Printed on Maxwell Offset—Basis 80—Wave finish*

COLOR PHOTOGRAPH BY ARTOR BRUGEL





sent a test letter offering a book on public speaking. It mentioned that Lincoln wrote the Gettysburg Address on a piece of brown paper while he was sitting on the speaker's platform waiting to go on. The test pulled 30 orders per 1,000 pieces . . . but 147 people wrote in to say he did not write it on the platform; he wrote it in the train going down. Another chance to contact those 147 and congratulate them on their keen perception!

Another time, Weston ran an ad in the *Wall Street Journal* which said (deliberately) that Plato and Cicero were rival orators. The wires, letters (plus phone calls) came in by the basketful to the effect that they lived 600 years apart and what sort of an advertising jerk could make such a mistake. He was testing for readership and found out what he wanted to know. He has run similar tests repeatedly.

Front porch conversations indicate such a testing plan has possibilities if not done for deception or in poor taste.

**FREEDOM OF THE PRESS** is a wonderful heritage of the Bill of Rights. But sometimes this freedom is abused. Nearly every conversation in recent weeks has eventually turned to the distressing Weinberger kidnapping case in Westbury, New York. Everybody wants to know why a newspaper editor in his right senses would release the sordid details of ransom demands after police officials had rightly requested a blackout to protect the family and make recovery possible.

After the first indecent break, all the papers got on the handwagon of publicity . . . printing every detail of where the money would be left. Reporters flocked to the rendezvous scene. A publicity-mad press gone hysterically hog-wild. We all boiled along with Nassau County Chief of Detectives when he shouted, "We'd have gotten a hell of a lot further except for the interference of the press . . . and you can quote me."

In some cases the press has been helpful in solving crimes . . . but in kidnappings, no. Can't the publishers, or officialdom, develop a code of ethics that would withhold publication (as they do in England) until certain kinds of cases are completed? *The Reporter*, at times, has voluntarily killed stories when we honestly thought publication would do more harm than good. Sometimes, we get the idea while conversing that improved communications (faster news printing, radio, television) is ruining the country. Congressmen rush to

the cameras and spout off about foreign relations. Cabinet officials reveal stuff about our defense which would be better unsaid.

Everybody wants to get into the publicity act. "The Supreme Court must be curbed," say the publicity seekers. "We must be ready to fight . . . let's show em," say the rabble rousers. No wonder everyone is confused . . . why it's hard to get attention in all the babble. Maybe it might be a good idea to have a moratorium on all publicity about foreign affairs for a time. Just have plain unsalted listings of what's happening.

I remember back in Washington during the war . . . some of the most calm and efficient periods were during the time Congress was adjourned. There was no shouting or hysterical headlines of internal bickerings. Government executives could get their work done without attending endless hearings. And of course they didn't have to appear on televised press conferences.

**THANKS TO SO MANY OF YOU** who wrote encouraging things about that "Plain Thinking" piece in *June Reporter* (first installment). It was all old stuff but badly needed. One point caused criticism. In *Formula One* (under human inertia) we said, "People don't want to get your mail in the first place. They'd rather, etc." I've said that so often in talks (with extra explanations) I possibly gloated over it too quickly in the June-July feature.

Our critics point out that people like to get mail. They watch for it; they anticipate it. True. Maybe we were too facetious. But you should think that people are lazy. They haven't asked for your appeal. They look forward to love letters, checks, messages from friends, but they are **not** waiting to be sold.

If surveys indicate high readership of direct mail appeals . . . they simply prove that professionally or tastefully prepared selling appeals are good enough to overcome human inertia and competition for attention. Does that make the point clear?

**A NEARLY-LOST ART** was overlooked in our *Plain Thinking About Direct Mail* in the June and July *Reporters*. This item will correct the oversight. We were going over the copy again and noticed the emphasis on making things brief; cutting out unnecessary words. That is not always entirely necessary or appropriate. As

## HAND LETTERING FROM FILM



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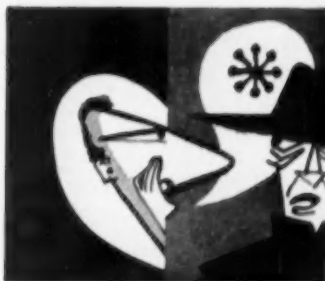
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## "ALL-PURPOSE" FELINPAK TYERS



**ALL-PURPOSE** because they will **AUTOMATICALLY ADJUST THEMSELVES AND TIE TIGHT** any light or heavy bundle, package, box, within the capacity of each model. There are several models to choose from.

**ALL-PURPOSE** because they will handle all the tying problems in

your office, mailroom and factory more efficiently than you believe possible.

**ALL-PURPOSE** because they use twines from 3 to 24 ply as well as tapes and broids.

**ALL-PURPOSE** because anyone can operate them efficiently. They are sturdily constructed to give long dependable service.

**ALL-PURPOSE** because these machines can be controlled by foot pedal trip or automatic trip.

LET FELINS CUT YOUR MAILING COST NOW.

**FELINS TYING MACHINE CO.**

1351 N. 13TH ST.  
MINNEAPOLIS 18, WIS.

our lives become busier and busier, many of us have forgotten the art of gracious, friendly correspondence. Even among business people such correspondence is often appropriate. A distance and time shortener.

I remember the early days of direct mail, when we'd have continuous correspondence with Jack Carr and Bill Kier (between conventions). They always seemed to find time to write long letters. About little things; what they had been doing and thinking. We'd do the same. Those letters helped all of us to learn more about the business and about life. Since Jack and Bill departed this life . . . I missed the sometimes totally unnecessary but stimulating letters. But recently, more letters of that character seem to be reaching our mailbox. Just chatty, what's-cooking letters. The writers who know how to do it without boring are few and far between. Here are a few who know how to do it and take time to do it: Jess Roberts of Atlanta; Bill Shulz, Auto-typist, New York; Ruth Gardner, AFA; Virginia Parsons, Dallas; Stew Jurist, DMAA; Ralph Curtis, Evansville, Ind., and of course Mary Lou Groves and Peggy Greenlaw, Michigan City.

Every letter from these folks (and a few others) is like a friendly personal visit. All the details about who married who; whether the dog is sick or well; what happened when whosies came to call. These are homespun adventures in letter. A recent addition to the fold is Don Raille of American Hardware Mutual Insurance, Minneapolis. Hadn't seen or heard from Don for twenty or so years when he was on DMAA board. His recent letters have filled the gap between. We were much interested in his sparetime hobby of writing editorials for various papers. He is a Protestant, for example, but has written about 350 editorials for a national Catholic newspaper. His hobby editorials sound (or read) like his letters . . . chatting about what he's thinking.

Maybe too many of us have gotten too hard-boiled in business and have forgotten the art of gracious social letters among business contacts. People are still hungry for friendship. They like news.

Here's an idea we have used at times. If we don't have time to write to all friends or family and have a long, interesting story . . . we just have it mimeographed and send it with a brief handwritten note. We get an answer, in every case, from exactly 100%. Try it.

Perhaps that is the reason for the success of many of the current newsletters. People won't wade through a lot of boring bunk, but they like news. They also like entertainment. They like to get inside of what's going on.

I hope most of you saw the newsletter sent by Bill Fischer of Scriptomatic in Philadelphia, to announce that Virginia Parsons was establishing the Texas agency. It was just about perfect . . . timely, interesting, dramatic. Must reading. We've already commented on the wonderful newsletter being issued by Jim McAdam of Emery Air Freight. They have been successful. We were glad to hear that in promoting the coming October DMAA convention . . . the New York committee will use a series of newsletters. Judging by advance copy of first issue . . . they will be read thoroughly.

My youngest son, Jack, who is in the real estate business in Washington, D. C., sent me a file of the most amazing newsletters. Rufus S. Lusk, a Washington realtor, has been on an extended tour of Europe. Every week or so he has been writing a three - or four-page newsletter about his experiences; has them mimeographed and mailed to his Washington customers and even to all his competitors. Of course, Rufus Lusk knows how to write. That helps. But every issue is a fascinating adventure, just like a rambling letter from a friend. These bulletins have become collector's items in Washington. Would make a book . . . if some of the intimate details could be printed.

At any rate, don't get too hippped about brief copy and formula writing . . . especially in your social-business contacts. Try writing more just-friendly letters; try newsletters when time is pressing; try newsletters even in selling when it's appropriate to be low-pressure.

**HOPE THESE FRONT PORCH OBSERVATIONS** didn't bore you. The items collected boil down to a newsletter from us to you. We are already hard at work on the September issue (a big one) . . . and are looking forward to seeing many of you on October 1 as the DMAA convention opens at the Statler in New York.

Until then,

# We Will Be Happy to Analyze Your Mailing — Without Charge

**By Maxwell Sackheim**

Last month we announced a new method of compensation for planning and preparing Direct Mail.

We stated that, in our opinion, creative talent should be paid for on the same basis as anything else which increases results. Better paper, better illustrations, more color, larger envelopes and other elements are gladly used if results justify their increased cost.

Until such time as we find we are too high or too low, we offer to prepare mailings for \$3.00 per M mailed, with a minimum charge of \$300. We reserve the right to accept only those assignments which, in our opinion, have eventual mailing potentials of at least 500,000.

Already several large—very large—mailers have accepted our offer.

We now go a long step further in the interests of better Direct Mail.

Without charge, we will analyze a limited number of mailings, whether in layout and typewritten form or already printed and mailed.

Send us your mailing. Tell us its objective, the percentage of orders required to break even, the margin of profit per unit of sale, the quantity mailed or to be mailed if the tests are successful, the type of lists involved, and any other pertinent information which will help us advise you.

We cannot promise to analyze *every* mailing we receive, but will do as many as we possibly can in the time at our disposal.

Send us one of your mailings now, for our free analysis. There is no obligation on your part—and we hope sincerely that we can be helpful to you whether or not you ever engage our services.

## **MAXWELL SACKHEIM & CO., INC.**

**545 Madison Ave., New York 22**

**Telephone: PLaza 1-3151**

MEMBER:

*American Association of Advertising Agencies  
Direct Mail Advertising Association*

**Maxwell Sackheim & Co., Inc.**

**545 Madison Ave., New York 22, N. Y.**

Enclosed is one of our mailings. We will appreciate any suggestions you have to offer. It is understood there is to be no charge for this service. Attached is all the information we can give you pertaining to this mailing.

Name.....

Position.....

Company.....

Address.....

City..... Zone..... State.....



what is a  
**CUSTOMERS'**  
**LIST**  
**BROKER?**

- ✓ The broker that puts customer returns before his own profit — one that would rather lose the order than see a client make a wrong list selection.
- ✓ The broker who continually combs the market for lists to fit the client's products and fields of interest.
- ✓ The broker who has had experience on "both sides of the desk" — and understands the list problems and needs of the client.
- ✓ The broker that isn't finished once the order is placed — but follows through until it is delivered.
- ✓ The broker who knows-by-doing testing, production, and mailing operations — and freely passes on this knowledge when requested.
- ✓ The broker whose client is always King — whether he is list buyer or list owner.
- ✓ The broker who gives the buyer of small lists the same service he does the buyer of millions.

If you are looking for a broker who will treat your list requirements with competence and professional know-how, call the CUSTOMERS' list broker.

✓ MUrray Hill 7-4158  
**planned circulation**  
**19 west 44 street**  
**new york 36, n. y.**



An overriding merchandising idea, completely integrated, is what one copy expert calls the "Coordinated Method". His explanation of it here will show you:

## HOW TO WRITE COPY THAT SELLS

By Bernard L. Mazel, President,  
B. L. Mazel, Advertising, N. Y. C.

**Reporter's Note:** Ever since the 1955 DMAA Convention in Chicago, we've been hoping to run parts (at least) of Bernie Mazel's fine presentation on copy. But space was seldom available . . . and to make matters worse, Bernie is a hard fellow to report. He uses so many slide illustrations to make the subject clearer to a physical audience. But here at

last is a boiled down, digested version of not only the Chicago talk . . . but of revisions and additions in other appearances since then. We think Bernie's idea of the "coordinated approach method" deserves continuing study. It can be applied to all types of direct mail contacts . . . not only in the mail order field.

**T**HE TITLE of this article makes me think of the kind of letter received almost daily by publishers selling investment services or books. It starts out and ends: "If you know so much about making money in the market, why aren't you a millionaire?"

If any of us had the exact answer to this question of "How To Write Copy That Sells," we would probably have retired on our millions long ago. Of course, there are lots of very good books to tell us how to write copy. The recipe is:

*First*, take a headline. This is very easily done, of course, since there is a law saying you must use one or more of the magic words, AMAZING, FREE, NEW, NOW. Some refer to this as "Boyle's Law" since it has to do with gases and hot air; but recent research has established that this headline was first used by the snake in the Garden of Eden when he told Eve: "Now try this amazing new apple—absolutely free!"

*Step two* (although some would make this step one) is getting a strong offer and reason for acting now. That's pretty easy, too, between free premiums, price saving, limited supply, time deadlines, etc.

*Step three* consists of filling up the space between the headline and the signature with what is known as copy—convincing arguments on what the product will do for you and subtle appeals to the basic personal and emotional drives, arousing desires, fear, etc.

So we take these ingredients, mash them up and serve them up in a tasty blueplate consisting of letter, circular, order form and business reply. You have the tried and true mailing and you can't go very far wrong.

### The "Coordinated Method"

The only trouble is that very often you do better without a headline . . . or without a circular . . . or without a separate order form . . . or without a letter (I don't think I'd go so far as to omit the business reply, however, although that's been done, too).

For example, one mailing on the J. K. Lasser *Income Tax Book* left out a lot of the so-called "essential" ingredients. The entire mailing consisted of a five-by-seven pink slip with the name stenciled at the top and showing through a window envelope. A business reply envelope was included.

This illustrates another approach to writing copy that you might call the *Coordinated method*. This method creates an integrated package that completely reflects in every way the product and the prospect. First, of course, we have to be familiar with the basic principles of selling by mail and with the formulas . . . whether a letter plus circular—headline—fill-in or anything else. However, it's a mistake to be dominated by them. The real factor in the broadest success or failure of a single piece of copy—of a mailing—of a campaign—or an entire enterprise comes in creating a completely integrated approach . . . an overriding merchandising idea that fully reflects your product and your prospect and thus creates a sense of personal identification between the two. When you have created that approach, then you will find that your copy will almost write itself.

### Copy Approach Shapes The Mailing Piece

Let's just take another look at the Simon and Schuster mailing on the J. K. Lasser *Income Tax Book* to see how in an integrated approach the work is automatically done for you. The slip was called a Voucher because it got over the idea of a special favor being granted the recipient. It was numbered to carry through this idea. Copy above the number box immediately established the personal contact and the special offer based on that contact. There

**INCOME TAX DEPARTMENT**  
Simon and Schuster, Publishers

**Advance Voucher**

PLEASE NOTE: Your name below on this Voucher identifies you as a member of J. H. Simon's new 1955 **YOUR INCOME TAX** to the year you fill out this form or no risk whatever on your part. Advance copies will be mailed to please receive this Voucher before the order arrives.

**A-101**

Dear Friend:

Many taxpayers are going to get the shock of their lives when they find out their 1954 income is being taxed at the highest rate in seven years — with tax pyramiding tax increases (up to 20% higher) hitting their entire year's income for the **1955** year.

There is no need for you to be caught unaware. You will be pleased to know that J. H. Simon has completely revised and expanded the new 1955 edition of his **Tax Guide** to bring you more savings than ever before and enable you to **1955** save of your income. Not only that, but he has added hundreds of ideas for **1955** saving money **TAX** FREE. With new step-by-step tax advice and bearing living costs it is vital you save these savings now.

Since advance copies of the 1955 Guide will be in such demand, the first available copies are being reserved for more of previous editions. Just return this Voucher with check or money order for \$1.00 to receive your copy under this special Guarantee. **THE FIRST COPY** you fill out this Voucher will be refunded in your copy under this special Guarantee. **THE FIRST COPY** you fill out this Voucher will be refunded in your copy under this special Guarantee. **THE FIRST COPY** you fill out this Voucher will be refunded in your copy under this special Guarantee.

Send this Voucher with \$1.00 TODAY to Simon and Schuster, Publishers, Tax Department, 640 West Avenue, New York 26, New York.

**SCIENTIFIC AMERICAN**

Please send a return copy of **Scientific American** to the following with my name, please send your (no return) then we must have these copies to people in the U.S.A.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_

**SCIENTIFIC AMERICAN** 1 West 45th Street, New York 36, N. Y.

Dear Subscriber:

Thank you for your subscription order, which is receiving our prompt attention. This card has been addressed from your check. If there are any errors, we would appreciate your returning it with your corrections. For your information, we require approximately one month to effect a subscription and effect delivery of the first copy.

P. S. Issues of **Scientific American** are in such demand that many are sending a return copy. Just note the name(s) on the card below and we will send them a copy with your compliments and ours.

Subscription Department  
**Scientific American**

**BUSINESS REPLY CARD**  
No Postage Stamp Necessary if Mailed in the United States

BY POSTAGE WILL BE PAID BY  
**SCIENTIFIC AMERICAN**  
1 West 45th Street  
New York 36, N. Y.

**Executive Tax**

CONSERVATION OF BUSINESS

Please send me in the **EXECUTIVE TAX GUIDE** to the year you fill out this form or no risk whatever on your part. Advance copies will be mailed to please receive this Voucher before the order arrives.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_

☐ Check for \$1.00 enclosed ☐ Send \$1.00  
☐ Note any if you prefer two years at \$1.00 ☐ Send \$2.00

PLEASE RETURN TO **EXECUTIVE TAX**

## An Advance Voucher, a friendly acknowledgment card, an invitation to join

was no need to read any further in the mailing. No circular was included because the whole idea was to take it for granted that you were making these prospects a very special offer and it didn't have to be sold except in indirect form. Results were double and triple more expensive mailing pieces at almost half the cost.

The next year, we used the fill-in letter idea combined with the good old "free to you" headline. Then, Sam Myerson of Simon and Schuster suggested a label might be enclosed to facilitate filling the order. This would make the mailing a little more complicated and costly, but it cost no more to print the label on the letter, stencil the name on it to show through the envelope window and write the copy around it starting: "We have a package ready for you." This also lent itself to an imprint on the envelope reading: "Your private mailing label enclosed." With this overriding idea shaping the mailing, the copy wrote itself in a few minutes.

This kind of approach to copy automatically shapes the mailing piece.

This same personal approach is just as strong even if the prospect is not a customer or former buyer.

After all, we are dealing with selected lists of people who have already identified themselves in one way or another. The very fact that the list has been selected means you believe these prospects have a special interest in your product. Therefore, if your selection of lists has any validity at all, you have to get over that feeling of personal importance and contact. For that matter, this income tax mailing was written as if every reader were a personal customer. (Did exceptionally well on outside lists as well as on former subscribers.)

### Simplicity Is The Best (but not easiest) Approach

In the long standing controversy over long versus short copy, just like the riddle "Which came first, the chicken or the egg?", there probably is an answer. It lies in the remark made by Franklin D. Roosevelt when he was asked to make an after-dinner speech. He immediately agreed and asked how long he was expected to talk. They said three to five minutes. Regretfully, he apologized and said he couldn't make it because: "I thought you wanted me talk for an hour. However, if it is only going to

be three to five minutes, I am afraid I won't have time to prepare the talk.

Actually the simplest approach is often the best . . . but it is not always the easiest to do, as seen by the ultimate simplicity in the bill mailings that some magazines make. They simply send out a bill without any letter or circular. Paradoxically, the bill is a personal approach—carried with it the idea that contact has been established—taking action for granted.

The basic idea is to get a highly personal approach . . . one that puts you on an entirely different footing with the recipient. Of course, the ideal contact is with your own customers. However, too often in writing copy this is lost sight of. A customer list should always be treated as something very special. A fill-in is not necessarily the answer to this. On most tests, if not all, I have seen "Dear Subscriber" outpull a personal fill-in, probably because it establishes a contact at once, even more so than the name.

In dealing with customer lists, usually the simpler your package and format the better.

A letter to subscribers of the Re-

# Executive Tax Group

THE J. K. LASSER  
TAX REPORT

Landmark, New York

Dear Sir:

Our Board has authorized us to make available in your name one of the places in the Group's Membership, to be opened October 1 -- and to send you all releases entirely free until that date.

You should know that it is the policy of the Group that no Member should bear any part of the expense of this unusual program. If he shall not have made direct savings of at least five to one hundred times the annual Membership fee.

It is solely with this understanding that I enclose a Membership Card giving you 2 years' ETO privileges. But regardless of the fact that you can now receive all ETO releases and private reports for a full year without risk under this arrangement, I think you are justified in asking:

"How much is this Membership Card worth to me?"  
You, of course, will be the best - and only - Judge of that after you have been able to take advantage of these revolutionary tax saving techniques in company with some 16,000 of the country's leading business and professional men.

For example, how much might it be worth to you to have the Group's special 2 part Memorandum on Building Income and Capital Gain from IRA on Building Securities -- or the new report 100 SHARPER SECURITIES TODAY -- or the invaluable EXECUTIVE PORTFOLIO OF BUSINESS AND PERSONAL TAX SAVINGS?

Rather than waste your time with useless words, I have been authorized to send you all three of the above releases with the Memorandum of the EXECUTIVE TAX GROUP.

And thereafter, as a Member of the Group, you will receive new special issues on key areas that merit your attention -- PLUS your twice monthly issues of the famous J. K. LASSER TAX REPORT.

If after a month or six months -- or even the end of the year -- you feel you have not made the requisite savings, your entire Membership fee will be refunded in full without question.

There is no need to read anything now. Simply confirm your Membership reservation and return it in the postpaid envelope all releases free until October 1.

How You Can Save  
up to \$2,000  
under the New Tax Law  
Without Risking a Cent!

Dear Friend:

We have a package ready for you -- to bring you the thousands of new dollar savings opened up by the big Eisenhower Tax Law -- without your filling even a stamp.

But before in the 18 years of annual publication of Lasser's best-selling YOUR INCOME TAX have we taken such drastic advance action. However, not only is this the biggest tax shake-up in half a century -- (every type of deduction has been broadened to cover you saving practically every tax!) -- but the NEW LAW IS RETROACTIVE TO LAST JANUARY AND IMMEDIATE ACTION IS NECESSARY TO ENSURE YOUR SAVINGS.

As a result, advance demand for early first-press copies of the new 1954 YOUR INCOME TAX has been so tremendous that the publishers have set up an annual 6-month free-examination plan of guaranteed savings to protect our past clients and friends most directly affected.

Under this plan, the above label will bring you by return mail one of the first copies of the new 1954 YOUR INCOME TAX for \$1.00 -- plus without the slightest risk. You will find in this completely revised edition 100 approved ways to save deductions for child care and new job expenses -- greater medical expense deductions, new favorable treatment for retirement income, abolishing real estate investments, new savings for every individual.

In addition, because even the tax forms you will fill out will be different, you will receive entirely free a unique 16-page booklet of filled-in individual tax returns. This will save you endless time and headache -- and make certain you don't overlook any savings.

You'll be glad to know that Lasser's new 1954 YOUR INCOME TAX is still only \$1.00 -- but you must act now under this 6-month guaranteed plan. To receive your first-press copy all same and the new tax return booklet as soon as available, return this page with your label at once at once. Time up to April 15, 1954 for first press copies only. You must act now!

J. K. LASSER  
YOUR INCOME TAX

Executive Tax Group and a private mailing label show examples of overriding copy ideas.

search Institute of America was designed to sell a one-volume tax service and started out: Dear Member: The Institute has set up a budget to enable each member who so wishes to see and use its new Management Coordinator, at the Institute's expense."

There was no expensive selling, no detailed circulars or anything to make it look like advertising. On the contrary, the idea was to make this as simple and personal as possible.

In the R.I.A. letter, the whole story was in the first paragraph . . . with the very definite advantage to the customer stressed right there. Carl Hovgard, President of the Research Institute of America (a brilliant mail order man), used to follow a practice of automatically crossing out the first paragraph of any letter submitted to him. 99 times out of 100 the letter was made better. Somehow, we try so hard that we get ourselves involved at the start, and never get to the real meat of our story until later on. I will make anybody a bet that they can take any piece of copy and improve it by cutting out the first paragraph. Sometimes you can cut out the first three paragraphs.

## "Friends Operation" Makes Good Merchandising

A coordinated approach involves more than mere copy. It necessarily carries with it a type of merchandising thinking which is fundamental to the creation of the most successful campaigns and enterprises. This kind of creative copy approach radically changes the whole nature of your campaign, and completely changes the cost structure as well.

The creation of what I would call a "friends operation" can completely change the character of a large part of your promotion. Just as your own customer is your best prospect, so names recommended by him are probably your next best as they share his interests.

Scientific American magazine used an acknowledgment card which had been used for all new and renewal subscriptions. As a test, this was made a double card, and the return half read: "Copies of Scientific American are hard to get. If you would like any friends or associates to receive one with your compliments and ours note their names below and return the card." At almost no cost, a steady flow of thousands of names

began coming in. A sample copy of the magazine was sent with a personalized letter. Now, instead of the usual type of general circular letter, we were able to use an extremely personal approach including the name of the friend who recommended the sample copy and a special offer for this occasion. The results on this first letter to friends averaged 3 to 6 times those on general promotion.

This entire "friend" technique gives you a personal approach with your prospects . . . one that can characterize your entire letter, give you a reason for a special offer and virtually write itself. In an approach like this, it is usually best to keep the entire promotion package as simple and personal as possible. And probably it is best to leave out expensive printed material which might make your mailing look like general advertising.

## Instill Prospect ID And Sense Of Urgency

A further example of this attempt to coordinate copy to build up this personal contact between the product and the prospect was a mailing piece

of the *Bulletin of the Atomic Scientists*. This is a magazine published by a non-profit foundation of the nation's leading physical scientists. The mailing piece went to scientists and technical men in industry. The names of the editorial board and sponsors were featured throughout. The close identification of the prospect with the board of sponsors was stressed. The design of the order form and wording carried out this personal idea and the entire circular and order form were made to look as deliberately simple and unadvertising-like as possible. Results have averaged 4% to 10% on a \$4 cash order.

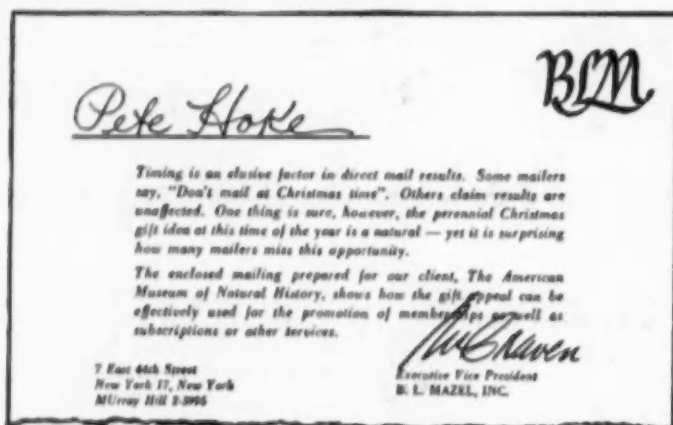
An another good example was a mailing piece to sell a \$95 subscrip-

proach like this (built around the product and the particular circumstance) the copy wrote itself. The cost of messenger delivery, about 20 cents each, was infinitesimal in relation to orders at \$95 each.

This sense of urgency was also established in a completely different type of package which announced the opening of the \$500,000,000 Israel Bond issue in this country. It had to transmit a 48-page prospectus and required a three-page letter. Messenger delivery was stressed in the very first paragraph of the copy and Western Union reply blank because of the deadline set for the initial subscriptions. It is important to note that use of Western Union telegram

editorial approach" (since it was written directly to the prospect) started when J. K. Lasser was considering writing a new Business Guide called *Tax Shelter For Your Business*. Before going ahead he wanted to see whether there was any market for it. The mailing piece actually asked the prospect for his advice on this matter and drew upon his own experience and responsibility on tax and business matters to get the benefit of his advice. In return for a yes or no answer, a free Report was sent along. In addition, those who thought the book would be of value would be privileged to receive a pre-publication copy at a special price if it was published. This approach did about 3 times as well as the standard approach that simply announced publication of this new book.

A further step forward is the actual editorial memo which is utilized as a mailing piece. Instead of writing a promotion letter on *Tax Sheltered Investments*, we reproduced a memo (written for this purpose, of course) from J. K. Lasser and William J. Casey, the authors, explaining the importance of this book; why they had written it and asking that it be made widely available. The only selling was in the hand-written notes on page one and at the end of page two offering to make the new book available for free examination without obligation. By using this memo, full advantage is taken of the prominence of the authors and of the tendency of people to read other people's mail. In fact, it was headed "Inter-Office Memo." This approach out-pulled the ordinary selling letter by as much as five to one in selling this \$12.50 book.



B. L. Mazel Advertising does a good job of self promotion . . . by merchandising their successful copy assignments. Exhibits of mailings created by the agency are sent to prospects with personalized, explanatory cards like the one shown here. Cards are deckle edge, tent fold, printed in two colors. Inside message briefs the characteristics of the exhibit mailing . . . showing its objective, offer, copy approach and results.

tion to a fashion merchandising service published by Tobe. Since Tobe is one of the biggest names in fashion, the entire mailing was built around her name and her personality. In addition, she was about to leave for Paris and the special cablegrams on Paris fashion developments would be sent to clients during the following month. The mailing pieces therefore had to reflect both Tobe and the sense of urgency and importance of this particular situation. The copy was written with a sense of urgency and the entire mailing piece was put in a 9" x 12" envelope . . . then delivered by messenger with a reply requested by Western Union telegram collect. With an ap-

and First Class mail or messenger delivery are often good, but they're just as often useless. Here again, results depend upon the entire package. If the copy itself is written around the sense of urgency established by the messenger, special delivery, First Class or other device reflecting this sense of urgency, then the results will probably far outweigh the cost. Otherwise, it is wasted.

#### The Editorial Approach

Further expansion of this type of thinking that shapes the entire package and establishes a community of thought between the mailer and the prospect is in the editorial approach. One example I call the "pseudo-

#### Offer A Tangible Benefit

Actually what this editorial approach does is dramatize or give a personality to the product, tangible or intangible, that is being sold. No matter what the approach, the important thing is that the copy present in concrete terms the benefit to the prospect.

Another mailing was designed to sell a tax service, J. K. Lasser Reports. However, instead of selling just another tax letter and reports, it made available membership in an *Executive Tax Group* which carried with it certain privileges, including: a special portfolio and the regular reports, plus an added inducement



of a number of weeks free service before the Executive Tax Group got officially under way. This idea was tested with and without the special membership card filled in with the prospect's name. Apparently the card dramatized the idea because the mailing with the card outpulled the one without by 3 to 1 on a \$15 offer.

This whole conception of clubs, membership cards, etc. has been used by some firms in selling to consumers, but the possibilities are still largely unexplored. For example, a homemaker's club organized by a producer of baking products, home furnishings, etc. would build up a loyal following of repeat customers with intense loyalty to the brand name generated by a monthly club bulletin with helpful recipes, decorating ideas, etc.

I might say that automatically throwing in membership cards or setting up plans or club groups does not work on anything and everything. Here again it is a case of being suited to the particular product and prospect and lending itself to the creation of an integrated or coordinated mailing piece that effectively reflects this relationship.

#### Copy Does Not Exist By Itself

It may look as if we have been straying pretty far afield . . . that we talked more about formats, membership cards, stamps, methods of delivery than about copy. But that is not true . . . because copy doesn't exist by itself, and when you have created that package that completely reflects your product in a fully integrated approach, then you will have a *coordinated mailing piece*. In any event, it is a stimulating approach which may lead to that "other way" whose results may surprise you in the end.

Copy involves overall merchandising planning, rather than just automatically putting together words on a standardized basis. The importance of the direct mail approach in the overall company picture cannot be over-emphasized. And to get good copy the direct mail man must play an important part in the top executive level in formulating the entire program. That day has not yet come, perhaps, except in some companies. But wherever that policy exists, you will find better copy . . . because it is based on sound mail merchandising thinking. ●

## The story of Beauty and the Beast



Once upon a time, an advertiser tried to win the public's favor, with a "Beautiful" and distinctively designed sales insert for his direct mail advertising campaign. Yet the well planned selling message didn't stand a chance of being read. This was primarily due to a poor presentation—a "Monstrous" looking envelope. Don't let this happen to your sales message. Switch to "CUPPLES PERSONALIZED" envelopes and you'll see an increase in your returns. Our art department is ready to prepare suggested ideas for your next envelope mailing.

**C**upples  
envelope co., inc.

160 Furman Street • Brooklyn 1, N. Y.  
TR 5-6289, 6, 7, 8 & 9



Offices  
in

BOSTON  
•  
BROOKLYN  
•  
PHILADELPHIA  
•  
WASHINGTON

[illegible]

John A. Smith

MALCOLM W. BLACK &amp; CO., INC.

[illegible]

Page 10/10

Malcolm Blum

MALCOLM W. BLACK &amp; CO. INC.

[illegible]

© 1999 Blackwell Science Ltd

Walter A. Reed

MALCOLM W. BLACK &amp; CO., INC.

[illegible]

William Black

MALCOLM W. BLACH &amp; CO. INC.

DON'T FEED THE ZEPHYRS

[illegible]

444 445

Malone Road

MALCOLM W. BLACK &amp; CO., INC.

[illegible]

© 2007 The Authors

Walter Black

1991-1992

## THE REPORTER OF DIRECT MAIL ADVERTISING



## The Post Office is ready

to make sure that these First Class Mailers go through on time.

## The Envelopes are ready

— U.S.E. Columbian First Class Mailer 9" x 12", 9½" x 12½" and 10" x 13" in stock and other sizes to order; also U.S.E. Dubl-Grip® Self-Seal® in several sizes to order.

## Everything's ready for you

to make full use of this new safeguard for your flat and bulky First Class Mail matter. Ask your U.S.E. envelope supplier for samples or write to Advertising Dept., United States Envelope Company.

**Let's Go!**



**UNITED STATES ENVELOPE  
C O M P A N Y**

General Offices: Springfield 2, Mass. • Fifteen Divisions from Coast to Coast

## D'you recall this ad?

It announced the new U.S.E. Columbian® First Class Mailer — a form accepted by the Post Office to insure prompt handling of large flat mailings sent First Class.

## POSTAL BULLETIN

INSTRUCTIONS FOR POSTAL EMPLOYEES

Washington 25, D. C., Tuesday, May 22, 1956—Three Pages

### All Post Offices

#### Delay to Large Flat First-Class Mail

Large flat first-class mail is sometimes delayed because it becomes mixed with third-class matter and is not immediately detected. Some mailers are using an envelope having a green diamond design around the border, together with the inscription **First Class Mail** in bold type in the upper right corner of the address side directly below the space for postage stamps, which assists in quickly identifying the mail for handling purposes. **The use of these envelopes has been approved.**

Employees should be on the alert to detect first-class mail and see that it receives prompt handling and dispatch. Watch for large first-class flat pieces mixed with third- and fourth-class mail. If a mailer regularly mixes first class with other mail, suggest that he keep the first-class mail separate to avoid mishandling and expedite its delivery.

(Bureau of Post Office Operation)

Postal Installations With  
Government-Owned Vehicles

Truck Display

### All Post

#### Address

Article  
more, for  
dispatch  
Former  
China, a  
livery in  
provinces  
as Tatra  
Article  
more, for  
the office  
for corre  
(Bureau

### All Post

#### Rate for

As ref  
of the F  
for launc  
1957 by  
Inc., will  
same ra  
fiscal ye  
(Bureau

### MONEY

Established

## MIND IF WE DO A LITTLE SKULL SHOOPING?



Back in Oklahoma we used to plug a watermelon, to see if it was sweet, before we would pay our 16 cents.

I'd be mighty much obliged if you'll help me do a little "plugging." For right nigh a year now, Malcolm W. Black Company has been sending out some friendly little postcards telling folks about our helpful products and the fine products we sell.

Now we've got to make up our mind whether we continue to send out these greetings to you and our other good friends. My frugal Scotch blood urges me to stop sending 'em, and asking, "Does anybody read those unsymmetrical cards? Maybe you ought to stop sending 'em."

Well, partner, I don't know the answer. But you fellows do—and I'll sure thank you if you'll help the "old country boy" out by checking the other half of this card and mailing it back.

While you're at it, maybe you'd like to correct your name and address, in case we got either one mixed up.

I sure appreciate your help.

*Malcolm Black*

MALCOLM W. BLACK & CO., INC. 11 EAST 22ND STREET NEW YORK 10, N. Y.  
TELEPHONE: GRAMERCY 4-7000

Several advertising executive friends of Mr. Black admitted they couldn't tell in advance just how many men would like the cards and how many wouldn't. At this point, it was decided to run the campaign for a year (26 mailings) and then survey the entire mailing list for opinions.

The survey leaned over backwards to avoid asking a leading question in favor of the mailings. So far over that the first box available for checking on the postpaid reply card read: "Stop sending the cards". The second was followed by: "Keep on sending them — nothing makes me sick." Then the invitation to speak freely either for or against with this: "Any comments today?" followed by six blank lines.

Six of the cards which had been sent out during the preceding year were reproduced in miniature, along with this request: "If you remember receiving any of these cards . . . please check which ones". In addition, the card carried the recipient's name and address plus a "Please correct if necessary".

An idea of the homespun "folksiness" of the entire campaign may be gotten from the copy on the other half of the survey mailer shown above.

Here are the results of the 3000-name survey on which Malcolm Black may, with assurance, base his future promotional strategy:

● 313 took the trouble to send in their cards asking that they continue to receive the mailings. It is felt that a far smaller percentage of men who wanted the cards would reply than those who didn't. Because even if they didn't reply at all—they'll still remain on the list. But in order to get off, necessitated mailing in the reply card. They could continue to receive the cards without doing anything whereas to stop getting them required action.

The whimsical "old country boy" style of copy used throughout Malcolm W. Black's postcard series was also featured in the survey mailer. This homespun request produced 642 honest answers . . . which Black will use as a yardstick in future postcard planning.

● 90 requested to have the mailings to them stopped. This is less than 3% and is considered low for this type of calculatedly controversial campaign. Of these, some portion are people who don't want direct mail.

● 135 men took the trouble to comment. Most comments were favorable; some were bluntly critical and 19 were helpful enough to be heeded in the future.

● 104 reported errors in their names, titles and addresses. It disclosed that 15 men had moved to other companies, while 3 had died and 2 retired during the year.

● Card Recollection: A large number of returned cards had between 3 and 6 of the miniature reproduced cards checked . . . indicating they had high remember-ability. The cards describing salesmen were recollected much better than the product cards.

● Some of the comments were amusing:

FOR: "Enjoyable to read advertising—for a change" . . . "They are fresh, in these days of vast, stupid claims of most advertising" . . . "Most unusual, I believe everyone reads them whether they want to or not" . . . "The cards are much read and enjoyed here; may even persuade someone to drop some cash."

AGAINST: "I already get too much mail" . . . "Believe you might do better to play up an advantage of a piece of equipment rather than the name of the equipment" . . . "If you want to save on mailing expense, why not one card to all of us here instead of individual cards. We're all friendly here" . . . "Ugh!"

FOR AND AGAINST: (Those who liked the series, but still asked to have them stopped): "We enjoyed your cards very much. We are sorry that we do not use your products. We are a machine design group" . . . "We obtain recommendations on equipment from our Chicago Engineering Office" . . . "Cards very interesting but their value with us limited" . . . "The cards are fine but we just don't use any of those items here in the Vacuum Tube Eng. Dept."

Right about now, if you're wondering whether or not your direct mail is being read and remembered in cases where you don't expect immediate response or orders . . . perhaps you too, can get the answer through a mail survey. ●

## Here's More Proof of Postcard Prestige:

### Leading Publisher's Sales Force Votes

### Postcards Their Best Sales Aid

AT A RECENT national sales meeting of the J. B. Lippincott Company, one of the nation's leading book publishers, the company's sales force voted a series of color postcards the best sales aid ever produced by the Lippincott Advertising Department.

The cards, designed to promote sales of Lippincott's elementary and

high school textbooks, are the basis for a continuing promotion to schools and school systems throughout the country. Ken Lettich, representative of H. S. Crocker Co., Inc.,\* postcard printers who helped develop the program with Lippincott's Advertising Dept., reports that the campaign

\*Chicago office: 350 North Clark St.





started with a single merchandising card . . . and has grown since then to a complete series covering nine different subjects.

"The unique thing about this particular promotion", says Lettich, "is that Lippincott developed these cards into a basic element of their continuing promotional effort. This is in contrast to those who think postcards are only good for a one shot deal."

Geographically, the markets for Lippincott textbooks are widespread, and the number of potential customers very large. All new texts are introduced by the salesman personally rather than through direct mail solicitation. The specific problem that confronted the sales force, therefore, was . . . to make a sufficient number of calls to close a sale.

Because of the extent of each salesman's territory, personal letters and similar efforts were proving too costly in terms of time and effort expended. So H. L. MacPherson, Lippincott's advertising manager, put the promotional challenge up to Crocker . . . to see what, if anything, might be accomplished with postcards.

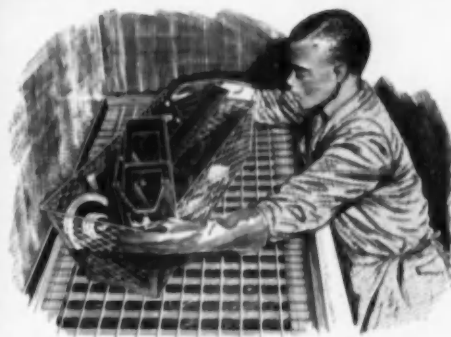
After getting complete information about Lippincott's sales structure and specific methods of selling, Crocker helped the book publisher develop the first of what is now their popular series of "reminder-type", full-color postcards.

The first card was specifically tailored to meet the salesman's need for "mechanized" selling on a consistent basis. Each one in the present series features a different textbook, with a brief, direct reminder of its advantages to the school or school system. Space is reserved on the back for a personal note from the salesman.

The cards are mailed to the customers and prospects in two ways: 1.) A master mailing is made by Lippincott's Advertising Department; and 2.) This mailing is followed by personal mailings by the salesmen in their respective sales areas (after the prospect has been personally contacted). The space for the salesman's personally written message makes the card an ideal "Thank you for your time" type of note.

Based on the sales force approval vote, and the overall success of the postcard promotion, Lippincott is now laying plans for a full-color merchandising brochure . . . utilizing the full-color postcard plates. ●

## REBUILT



**PERFORMANCE IN THE MAKING** • Cleaning each machine with chemical solutions to dissolve grease, grime and grit . . . and remove paint . . . is Standard Operating Procedure at AMECO.

So . . . when you need . . . Addressograph, Elliott or Speedamat addressing machines; Graphotypes, plates, frames, cabinets or trays for any addressing system . . . first investigate the substantial savings possible in REBUILT equipment.

Call the 36 year old house of REBUILT equipment who gives new machine guarantee with every sale.

Addressing Machine & Equipment Company, Inc.

326 Broadway

New York 7, N. Y.

HAover 2-6700

no  
shell game  
here...  
our clients  
**ALWAYS WIN!**

If you've been confused by exaggerated claims, glowing reports, and sugary testimonials . . . we can think of no better way for you to check on the pulling power of our "built-in" reply card (or envelope) than for YOU to call or write our accounts (names on written request) and ask them what they think of our kind of sales letter.

If that doesn't convince you, then the only other thing that will is an ACTUAL TEST MAILING against whatever you're using now. We're so sure that the "built-in" reply card (or envelope) will outpull your best efforts on a cost-per-inquiry basis that we'll pick up the tab for a steak dinner if we lose!

And our one-stop service for copy, art, printing and mailing saves your time—keeps you busy planning instead of just picking up loose ends.

Why not send NOW for more information and samples of recent successful promotions?



**SALES LETTERS**  
INCORPORATED

152 W. 23rd St., New York 11  
Telephone WArkins 9-3680-1

## PHOTO-ENGRAVERS

You can measure the success of your printed promotional material more accurately by selecting "Horan" in the preparation of quality Black & White, Benday or Color Process printing plates.

In the production of dependable photo-engravings the human element is as great a factor as the best of modern mechanical techniques.

Why not call for one of our representatives.

INQUIRE ABOUT OUR 16mm SOUND COLOR FILM ON PHOTOENGRAVING

Operating Twenty-four Hours a Day,  
Four Shifts Every Work Day



P. S. A copy of "The Art and Technique of Photo Engraving" will aid you with your production problems. Send \$2.00

**HORAN ENGRAVING CO., INC.**

44 West 28th Street, New York 1, N. Y.  
MUrray Hill 9-8585

Branch OFF.: Newark, N. J., Allentown, Pa.



"THEY'RE ALL  
GOOD...  
BUT PLAYBOY  
IS THE  
BEST!"

JOHN J. LESLIE, JR., PRESIDENT • LESLIE CREATIONS

"We use only class magazines. We have to. Our product doesn't sell to everybody—a prospective customer has to be an LP record collector first. We figured that PLAYBOY would appeal to top spending young men—a good mail order market. We were right.

"PLAYBOY returns more per dollar invested than any other consumer publication we use.

"Right here are the magazines that do the best job for us. And here's a comparison that shows the dollar return we got for each ad dollar we spent during the last twelve months.

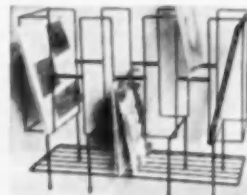
PLAYBOY	ESQUIRE	COSMOPOLITAN
\$8.90	\$6.90	\$6.50
HOUSE BEAUTIFUL	HOUSE & GARDEN	REDBOOK
\$7.50	\$6.80	\$6.00

"Our past twelve months in PLAYBOY have proved the effectiveness of this medium as a solid producer. Of course, we'll continue to run at least one ad in PLAYBOY every month."

John J. Leslie, Jr.  
Leslie Creations

HERE'S LESLIE'S AD—A PRODUCT  
THAT DEMANDS A CLASS MARKET  
—THE LP RECORD COLLECTOR

"HI-FI"  
RECORD  
FANS!



When do YOU place your "HI-FIDELITY" discs? Scattered around the house? Squashed into a drawer? Or near the DANGEROUS HEAT of your stove? All these cause WARPING! And warped records CANNOT produce "HI-FI" SOUNDS! Now, collector-designed Wrought Iron Record Cabinet holds over 200 "HI-FI" discs VERTICALLY CORRECT! Modest design eliminates warping into 10 handy compartments. Sturdy construction, 25"x22"x10". Nothing to compare! Please remit \$9.95 with order, shipping charge collect. Postively not in stores. Money Back Guarantee. Ask about our 15 RP 18 Record 8 Tape Rack, too!

\$9.95

LESLIE CREATIONS • Box 9516 • Dept. 240L • Phila. 40, Pa.

**PLAYBOY**

PLAYBOY ADVERTISING DEPARTMENT  
11 E. SUPERIOR—CHICAGO 11, ILLINOIS  
270 PARK AVE., N. Y. 17, N. Y.

FOR FULL INFORMATION ON PLAYBOY'S PROVEN PULLING POWER  
—WRITE—WIRE—OR PHONE TODAY

#### MAIL ORDER ADVERTISERS

☐ I'm a mail order advertiser (or agency executive) interested in more information on PLAYBOY'S MAIL ORDER BAZAAR. Send a copy of the PLAYBOY READER SURVEY and a copy of the new PLAYBOY. We're also interested in the case histories of any products similar to ours which have appeared in PLAYBOY.

Name	Position
Company	Address
City	State
Product type	

MAIL ORDER SEPARATES THE MEN FROM THE BOYS. THIS IS THE FRONT LINE OF ADVERTISING WHERE THE ONLY THING THAT COUNTS IS IMMEDIATE RESULTS. PLAYBOY HAS BEEN A CONSISTENTLY GOOD PRODUCER FOR TOP QUALITY MAIL ORDER ADVERTISERS. CONCLUSION: IF YOU ARE LOOKING FOR A MEDIUM WITH A SOLID SELLING IMPACT ON AN AUDIENCE OF OVER 750,000 IMPORTANT YOUNG MEN, CHECK PLAYBOY.



# How Direct Mail Helped Build The World's Largest 'Manpower' Network

**I**T WAS APRIL. Spring was in the air and the fancy of Milwaukee men, like the fancy of most American men at this time of year, was lightly turning to thoughts of a new spring suit.

Robert Brill, merchandising manager of Brills, Inc., a Milwaukee men's furnishing shop, knew he had just the right direct mail piece to transform these light thoughts into a decided suit-buying swing.

But he also had a problem.

His brochures, 23,000 of them, were designed to include some 92,000 sample swatches of men's suit material. The store, however, had neither the staff nor the space to cope with this big assembly problem, and time was running short. It was urgent that the brochures be assembled and mailed while the balmy weather and suit fever was still in the air.

Searching for an answer, the merchandising manager thought of the temporary help firm which was con-

sistently sending him convincing direct mail reminders. He remembered that this same firm had previously furnished Brills with extra sales and stockroom personnel during the store's special sales. On a Wednesday morning, he called the organization and presented his direct mail assembly problem: The swatch job had to be completed by the end of the week. Could they possibly handle it?

The answer was yes. By 8 a.m. Friday, tables had been set up and 26 women were fast at work with paste pots and brushes . . . rapidly cutting into the mountain of brochures and material swatches. By noon the next day, the project was completed and in the mail.

The quick assembly and mailing of Brills' brochures to catch the balmy weather undoubtedly measured heavily in their success; but for the firm who did the job, it was normal operating procedure.

This was typical of the problem-solving direct mail assignments completed by Manpower, Inc., a versatile eight-year-old organization considered the largest complete business service in the world.

Since its inception in 1948, with offices only in Milwaukee and Chicago, Manpower has mushroomed until today its operations stretch across the country with 70 offices in 52 cities. The branch offices maintain complete direct mail departments that produce and mail cards, letters and brochures in a variety of quantities . . . fast. Manpower direct mail services, and their temporary help in all other fields, have been utilized by large and small firms, as well as by governmental agencies. Customers include 79 of the nation's top 100 industrial firms, 13 of the 14 largest insurance companies, and thousands of smaller firms and offices.

Manpower, Inc., got its start when Aaron Scheinfeld and Elmer Winter,



In Providence, the Rhode Island Tuberculosis & Health Assn. needed help to address and mail more than 50,000 Christmas seal envelopes. After a quick call to Manpower, Inc., 30 girls were on the job within 24 hours . . . typical of Manpower's countless help in a hurry" services.



In Milwaukee, Brills men furnishing store had a special spring mailing requiring a huge assembly job and a hair-splitting deadline. 26 Manpower, Inc. employees glued 92,000 swatches to Brills' 23,000 brochures in less than 12 hours. With 70 offices in 52 cities, Manpower's fast direct mail services are helping many advertisers and advertising agencies.



**\*TYME\***  
to get things going  
Want speed, accuracy  
and direct mail know-how?  
Be wise like many others  
and call us right now!

**\*TYME LETTER SERVICE CORP.**  
43 E. 19th ST., N. Y. 3, N. Y., AL 4-0174  
**A COMPLETE DIRECT MAIL SERVICE**

Columbus 5-8616

**d.l. natwick**  
MAIL ORDER LISTS

136 W. 52nd St., N. Y. 19, N. Y.

Member: National Council of Mailing  
List Brokers

DIRECT MAIL AND MAIL ORDER  
**COPY**

Writer of Mail Order Letters that  
bring back orders and cash . . .  
Contacting Letters that create and  
maintain good will between sales-  
men's calls . . . booklets, folders,  
brochures, house organs, circulars that  
do the selling jobs you want them  
to do. Fully Indorsed by a nation-  
wide clientele. Winner of two DMAA  
Best of Industry Awards . . . Dartnell  
Gold Medal . . . editor of IMP,  
"the world's smallest house organ."

**ORVILLE E. REED**  
106 N. STATE STREET  
HOWELL, MICHIGAN

**Wise Little Guys**  
I got some named ideas, layout,  
copy, finished art for direct mail BY  
MAIL from a DMAA Best of Industry  
Award winner. Bob Binsley is on the  
job full time, a real agency with  
national recognition. Write for proof  
that it pays to work with "the adver-  
tiser's handy man" . . . **AD SCRIBE.**  
Post Office Box 2541, North Canton, O.

**50 or 50,000 LETTERS**  
TYPEWRITTEN LETTERS  
Individually typed in quantity  
**CARLSON AUTOMATIC**  
**TYPEWRITING SERVICE**

3744 N. Clark St. Chicago 19, Ill.  
Phone: EAstgate 7-5494

**Need Temporary Help  
In A Hurry?**  
**Call manpower, inc. 687**  
• TEMPORARY OFFICE HELP • CALCULATING  
• TYPISTS - STENO • STORE DEMONSTRATING  
• GENERAL OFFICE WORKERS • DIRECT MAIL SERVICE  
Our bonded, insured employees will work in your  
office or ours as you need them . . . 4 hours, a day,  
a week, or longer at low hourly rates.  
\*(We are not an employment agency.)  
Our people are chosen for their ability to step into your  
office and start work immediately. **Call Right Now!**  
**MISS BROWN**  
manpower, inc.

Letters, folders, broad-  
sides and postcards  
have helped Man-  
power, Inc., become  
the largest complete  
business service in the  
world. The nationwide  
Manpower network is  
supported by regular  
mailings of more than  
200,000 pieces . . .  
mailed every 2 weeks.

two successful tax and corporation attorneys, needed a stenographer to type a deadline brief late in the afternoon. They made frantic calls to former employees and employment agencies, but to no avail. It was too late to advertise, so there was only one solution—their regular secretaries would have to work far into the night. Then and there, Scheinfeld and Winter decided that their law office, as well as many others, should have a service bureau that could be called to handle emergencies of this type.

They established Manpower, Inc., as a strictly midwest operation, then began sending out direct mail to firms which they thought might need "help in a hurry". Many did . . . and within the next few years the two lawyers found their services rapidly expanding beyond the midwest. They opened branch offices in key cities; and in 1953 developed a Manpower franchise program for smaller communities. Half of Manpower's offices now operate on this license arrangement.

Manpower's program offers its licensees operational "know-how", national advertising and national account lists. Each franchisee receives an intensive training at the home office in Milwaukee. During this training period, Manpower's home office staff works very closely with the licensees on such matters as testing, job analysis, interviewing and promotion.

Well-planned promotion, spearheaded by consistent direct mail contact, is one of the key reasons why this relatively young firm has zoomed to the position of largest in its field. The nationwide Manpower network is now supported by regular mailings of more than 200,000 pieces . . . sent out every few weeks

to customers and potential Manpower users.

The home office in Milwaukee handles the complete task of maintaining up-to-date lists and plates, preparing and imprinting all mailers with local addresses, and mailing them.

In addition to periodic mailings, Manpower's offices often send out special direct mail pieces aimed at the specific needs of professions and industries in each city. Brochures and cards have been utilized for example, to pinpoint Manpower's services available to the insurance and advertising fields. Others tell of the services that Manpower can offer accountants and lawyers.

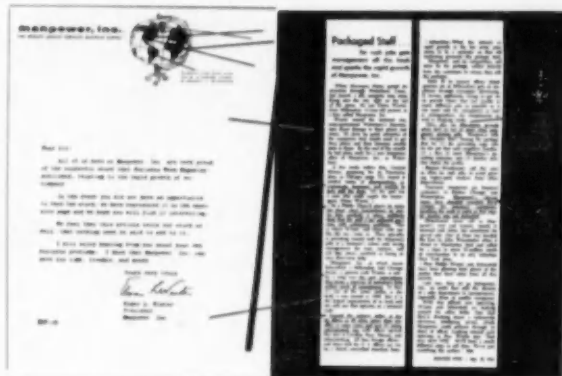
Letters, too, are an important part of Manpower's direct mail program. Special letters, designed and sent to groups and firms planning conventions, explain Manpower's many convention services. Many of these letters are Autotyped . . . pinpointed with "personal" copy.

In the firm's rapid rise to business fame it has gained considerable publicity attention. Rather than let their press clippings turn yellow between the pages of a scrapbook, the live-wire business service puts them to work . . . as effective direct mail tools. A recent Manpower story in *Business Week*, for example, told the whole Manpower story. It was adapted and reprinted as a utility mailer, ideal for answering inquiries.

Using everything from large space advertising in national publications to small envelope stuffers in customer invoices, the company continually keeps the name "Manpower" before the "business public." In the middle, their heavy concentration of direct mail acts as a constant and timely reminder that "We operate on a quick-call basis!"



The live-wire business service makes good use of publicity it receives as a young, booming business. Here, an article from Business Week magazine is merchandised in an attractive four-page folder . . . ideal for inquiry answering.



Exactly what are the services Manpower will perform on a "quick call basis"? The answer is . . . just about anything and everything. In addition to all types of direct mail services, they provide business with temporary help for most any project or emergency. Personnel sent out by Manpower are Manpower employees carried on the Manpower payroll. As the employer, Manpower is responsible for all tax payments, workmen's compensation and unemployment compensation payments, and fringe benefits. (A Chamber of Commerce survey shows that fringe benefits alone cost the employer an average of 35.6¢ per payroll hour). Customers are simply billed for the work performed.

Because Manpower's success is in a large measure due to their ability to produce their own effective direct mail . . . it stands to reason that Manpower direct mail departments have know-how and facilities to help others with direct mail production problems.

#### "Salespower," Too

The Manpower network also offers a good solution for many advertising agencies which up to now have shied away from the "complications" of producing direct mail. Agencies which previously steered clear of special mailings because they would "overburden regular agency staffs", now call on Manpower's direct mail departments to do the job. As Harvey Gottschalk, manager of the Klau-Van Pietersom-Dunlop agency in Milwaukee puts it: "As our periodic special direct mail needs arise, we call Manpower to get the mailings out. We thereby are able to keep our own personnel down to the necessary minimum for a smooth everyday operation of our many other agency functions."

Manpower's strong emphasis on the solving of sales promotion, advertising and marketing problems led to the formation in 1954 of a major affiliate . . . called Salespower, Inc. The new company was the result of a suggestion made by a number of manufacturers distributing their products on a regional basis. They saw Manpower's coast-to-coast offices as a natural . . . for national distribution and promotion outlets.

From central offices at 22 W. Madison Street in Chicago, Salespower undertakes all the functions of a sales department . . . either nationally or locally. They provide management with testing and research programs, marketing plans, distribution and promotion campaigns . . . including top-flight direct mail. The roster of manufacturers who use Salespower as their sales department includes "Chok-A-Fizz" the first successful carbonated chocolate drink; Life Line Battery Company of Waterbury, Conn., and many others.

By continually increasing their own effective direct mail program and broadening their business services, Manpower and Salespower are still growing at an amazingly fast clip. They have recently invaded the international scene by establishing offices in London, Paris, Havana and Johannesburg, South Africa. From this vantage point, the firm has set a goal to open 50 additional overseas offices in key international marketing centers by the end of 1957.

During the course of a few years, a dynamic direct mail success has already helped establish the world's largest "manpower" network. If it continues, there's no doubt from here that the business service empire will easily reach their 1957 goal. ●



#### TYME\* NEVER STANDS STILL

##### servicing your jobs

If extra fast service is what you demand, telephone us quickly our staff is on hand.

**TYMC LETTER SERVICE CORP.**  
43 E. 19th St., N. Y. 3, N. Y., AL 4-0174

A COMPLETE DIRECT MAIL SERVICE

#### PRINTED ENVELOPES

##### At Lowest Cost

Printed three or four line corner card on 24 lb., white stock—black ink—f.o.b. plant N.Y.C.

6 1/2 regular:	2 1/2 regular:
5,000 at \$3.70 per M	5,000 at \$4.80 per M
25,000 3.00	25,000 4.20
50,000 2.80	50,000 3.90

Pennysavers at 10¢ per 1,000 additional. For other sizes, stock, ink, etc., send description for quotation. 14 day service on most orders—terms: net cash with order.

#### ADAMS PRINTERS

Dept. DM-8

30 W. Washington St., Chicago 2, Ill.

We process advertising and sales letters Multigraph-Mimeograph-Offset . . . assemble and mail them with your enclosures.

*Lettercraft*

22 W. Madison St.  
Chicago 2, Ill.  
FRanklin 2-8734

#### LETTERS WITH THAT FOLKSY TOUCH

Homey, human, down-to-earth letters talk the readers' language, and SELL! One series 29 yrs. old. Write for circular on L. H.

*"That Yellow Bott"*

Leo P. Bott, Jr., 64 E. Jackson, Chicago

#### FRIENDLY PROSPECTS BUY QUICKER

Get on "first name" terms with your list by using the Let's Have Better Motives Association monthly direct mail. Copyright license exclusive by type of business and sales territory. Write for details. GYMER-2125 E. 9th St., Cleveland 15.

#### ART AND ILLUSTRATIONS FOR FAST LAYOUTS

There's nothing like the monthly Clipper for fast layout in emergencies. BIG NAME firms that you know depend on the Clipper for Clip-Art. Free sample. No obligation. Address . . .

**MULTI-AD SERVICES, INC.**

Box 806W, Peoria, Illinois



Advertising Association, October 1, 2, and 3 at the Hotel Statler, New York City.

Newsletter is being mailed to 20,000 ad and sales execs and to their advertising agencies every two weeks. Will bring out 1500 delegates to make this Convention largest in recent history. Unfortunately, New York will be hosting the Hardware Show the same week (some 35,000 strong) and World Series will be on. So, if you have slightest inkling that you'll be attending, get your hotel reservations in quickly, and notify DMAA (3 East 57th, NYC) that you want to register.

Big things have been completed program-wise. Marion Harper, Jr., Chairman of the Board, McCann-Erickson, is General Convention Chairman. Indicative, it seems to us, of the growing interest among agencies in the medium. And Paul T. Babson, President, United Business Service Company, Boston, Massachusetts, will take the Wednesday luncheon spotlight and deliver his third major address before the national direct mail conference. His last appearance was in 1952 at the Washington, D. C. meeting.

**"VOTE FOR DIRECT MAIL"**  
39th DMAA Convention  
Hotel Statler, N. Y.  
Oct. 1, 2, 3

Already scheduled are entire-afternoon-panels on industrial direct mail, fund raising, agency function in direct mail picture, and mail order. The Wednesday morning spot will be turned over to traditional Circles of Information and the Market Place . . . an annual program feature for idea exchange.

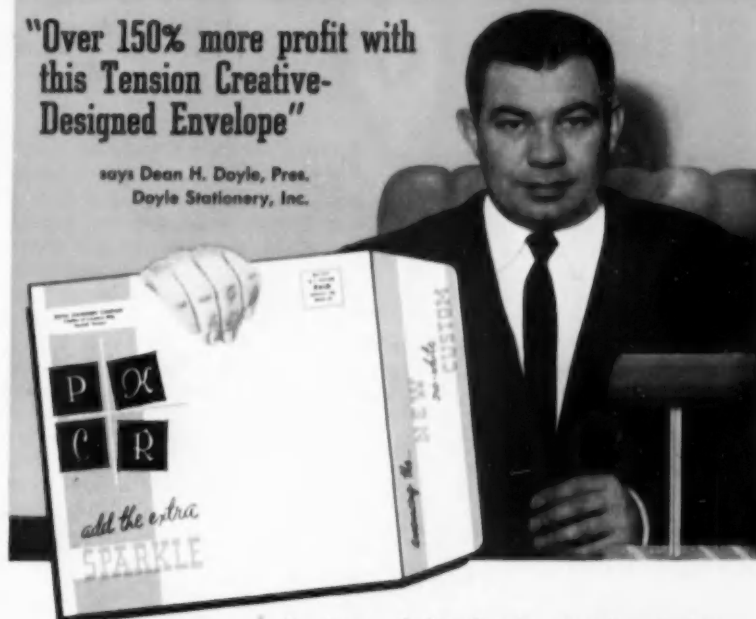
Dick Messner, Marbridge Printing Company, (Dick's brother is Johnny Messner of band-land fame) heads up entertainment this year. Natural. Plans will be announced soon, but from what's in the wind, you can depend on something out of this world.

Something new will be added this year. And that's an informal get acquainted, 'election eve' party Sunday evening. Appropriately timed to get things going as delegates register in. So don't delay any longer sending in that reservation. We'll be on the look-out for all of you in our usual suite. This whole convention will be the greatest show you've attended in a long, long time. ●

# PROOF of the extra pulling power of TENSION Creative Design ENVELOPES

**"Over 150% more profit with this Tension Creative-Designed Envelope"**

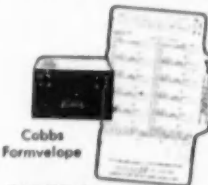
says Dean H. Doyle, Pres.  
Doyle Stationery, Inc.



National Wildlife Federation  
Illustrated Round-Trip



M. P. Brown Return Envelope



Cobbs  
Formvelope

**Here's proof that Tension Creative Design pays off in more returns, more sales, more profit:**

Mr. Doyle writes—"We followed your suggestion of ordering Creative Design Tension Catalog Envelopes in which to mail my Sno-White Napkin offer. Since I include samples of these napkins, I didn't think the outside envelope would make any difference. I'm glad to say I was wrong!

"We tested your envelopes against our white envelope printed in black ink. The creative design envelope produced over 150% more profit per thousand than our usual envelope."

**Creative Design can get more mail opened for you, too!**

Tension Creative Design "commands" attention for your mail. It makes it stand out, gets your envelopes opened. Creative Design works wonders with return envelopes, too. It gives your prospects the extra "nudge." It brings back more orders. Let us prove Creative Design increases returns and profits. Mail coupon now!

**FREE!** Let us make an analysis of your present envelopes—Mail Coupon Now!



**TENSION ENVELOPE CORP.**

New York 36, New York  
St. Louis 10, Missouri  
Minneapolis 1, Minnesota  
Des Moines 14, Iowa  
Kansas City 8, Missouri  
Fort Worth 12, Texas

**TENSION ENVELOPE CORP.**

Campbell at 19th Street Kansas City 8, Missouri

Gentlemen:

Here's a copy of my ( ) mailing envelope, ( ) return envelope ( ) both envelopes. Please send me your analysis of my envelopes' effectiveness.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

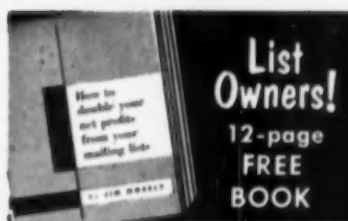
BECAUSE OUR CLIENTS' SALES  
ARE ROCKETING HIGH!!!

we are moving to...

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new york 22, n.y.  
PLaza 1-0312



AHREND  
ASSOCIATES, INC.



will help you turn your mailing lists into extra dollars quickly and easily! This Book, by Jim Mosely, is packed with TESTED IDEAS and TECHNIQUES gathered from 20 years' experience—to bring you added profits year after year. Step by step, this informative Book answers your questions and shows you how to find overlooked profits from your mailing lists. Send today for your FREE COPY of "How to Double Your Net Profit from Your Mailing Lists." Just attach ad to letterhead or business card. No obligation.

Dept. R-36  
**Mosely MAIL ORDER**  
LIST SERVICE, INC.  
Mail Order List Headquarters  
38 Newbury Street Boston 16, Mass.  
"Mosely reads the Checks"



## "Reed-able Copy"

*A Monthly Clinic Conducted by Orville Reed*

EVERY SO OFTEN someone makes up a list of words with sales appeal. According to the compilers of such lists the words they recommend, if used by a copywriter, will assure high readability, interest, and make the reader sign on the dotted line, send in his inquiry, or ask that a salesman call.

In our more callow days we read such a list—magic words for letter writers. In those days we swallowed whole everything printed by the "experts" on how to appeal to the buying instincts with the written word. This list included the words NOW, NOW, AMAZING, and FREE.

The latest to come to our attention is a list of 100 words suggested by a publisher—words with sales appeal. The first five on the list are: ABSOLUTELY, AMUSING, APPROVED, ATTRACTIVE, and AUTHENTIC. Here's a sentence made up of those words with so-called "high selling power."

"We absolutely offer you one of the most amusing gadgets, approved as being the most attractive and authentic thing of its kind on the market."

There's a sentence crammed with five of the so-called "selling" words. We contrived the above sentence to make a point.

As far as we can see, the only possible use the copywriter can make of a list of so-called "selling" words is to give him what he can get from any good dictionary or *Rogel's Thesaurus*—a substitute for the worn-out words that might be creeping into his copy.

As someone has said, it's about time copywriters got a substitute word for "guarantee." Some word that will make the reader feel safe ordering a product and convince him that he can get his money back, without question, in case the product doesn't live up to the claims made for it.

Otherwise, printing a list of "selling" words taken out of context is about as useful to a copywriter as a pocket in the back of his shirt.

We got quite a kick out of some of the words in this list. The 99th word in the 100-word list is WEIRD. I've tried writing every kind of a sentence I could think of in which I could use this word and still make it do a selling job. It's got me stopped.

The same place where I saw the list of so-called "magic" words, there appeared a list of 40 phrases ("All of these openers . . . taken from successful ads!"). The list starts out with "Amazing offer at 1/10 value!", which threw me for a loss. What that sentence actually says is: "What I'm selling is only worth 1/10 of what I'm asking for it." But the one that gave me the real chuckle was No. 26 in the list: "Money for men!" I got an equally hearty chuckle out of "Discover uranium."

Sorry I can't finish this piece. I'm going out now and discover some uranium.

### Everybody Isn't a Sourpuss

Does the direct mail copy you write take for granted that every reader is a sourpuss? Does it pound away at sales points as though it were pounding nails in a coffin? Does it ever smile? Does it ever split an infinitive? Or is it just dull, dead, dry description and blown-up braggery about your product or proposition?

You might keep in mind the next time you prepare a piece of copy that people like to smile. They get a kick out of whimsy, or a belly-laugh at someone slipping on a banana peel, or losing her slip at the President's Ball. People will be more apt to read your letter if you get some *puck* into it instead of studied *punch* that so often knocks selling points dead. Try sending your prospects or customers a friendly, engaging, easy-going, lightly handled letter. Give them a smile now and then. Make friends of them.

Sometimes a copywriter will get so involved in the sales points of his



# if you

**sell** *any product or service*  
by mail

**sell** *any product or service*  
house-to-house

We can show you how you can use our direct mail promotions (which are producing 20% TO 30% NET PROFIT BEFORE TAXES) for some of the most important companies in the country.

Our clients include mail order houses, magazine and book publishers, catalog houses, direct selling organizations, trade schools and other companies in a wide variety of fields.

We supply the complete mailing "package." This package includes unusually effective mailing pieces featuring the finest nationally accepted merchandise at prices that offer incomparable values . . . all you do is mail as directed. There is an absolute minimum of effort required on your part.

We would be happy to show you how you can get this additional, highly profitable "mileage" out of your lists. Write today for FREE SAMPLES and complete information.

## THE SLOAN-ASHLAND DIVISION

*Sellers of merchandise through  
direct mail promotion*

Suite 903/MERCHANDISE MART  
CHICAGO 54, ILLINOIS

**p.s.** LIST BROKERS: *Some of your clients would undoubtedly be interested in this*

## ONLY LIST OF IT'S KIND...

**3,000,000 SCHOOL CHILDREN**

**AGES 7 TO 16...BOYS AND GIRLS**

**NATIONAL COVERAGE**

**ANY SELECTION...BY SEX, CITY OR STATE**

**CAN SUPPLY NAME OF PARENT OR CHILD  
DATE OF BIRTH OF CHILD**

**FOR COMPLETE INFORMATION ON THIS  
DUNHILL EXCLUSIVE**

**WRITE, WIRE OR PHONE**

**DUNHILL**

**INTERNATIONAL LIST COMPANY, INC.**

*Market Planners • Mailing List Compilers*

**565 Fifth Avenue, New York 17, New York PL 3-0833**

**55 East Washington Street, Chicago 2, Ill. DE 2-0580**

*Send for a copy of Dunhill's 1956 Mailing List Catalog.*

**An Invitation To:**

### **Direct Mail Creators and Producers**

**IF YOU ARE A PROFESSIONAL  
IN THE FIELD, YOU ARE CORDIAL-  
LY INVITED TO ATTEND THE 35th  
ANNUAL CONVENTION OF THE**

### **Mail Advertising Service Association**

**International**

**at Chicago's Drake Hotel**

**August 24-28**

**It's not too late to obtain  
complete information from:**

**MASA International**

**18120 James Couzens Highway**

**Detroit 35, Michigan**



### **Fragrance Process Compound!**

Like ants to honey . . . that's how prospects react when their attention to your printed sales message has been demanded . . . and held . . . with action-compelling Fragrance Process Compound. Use it letterpress—offset—gravure.

FPC adds a new, lasting dimension of aroma that creates buy-impressions far beyond mere words and pictures . . . and that sends sales soaring!

Unlike ordinary scented, FPC lasts and lasts. Any odor duplicated. Add its impact to your selling — you'll see results jump!

For complete information, write today.

**FRAGRANCE  
PROCESS COMPANY**

**73 Sullivan Street, New York, N. Y.  
Telephone: MOnument 3-1582**

product or service he forgets that, everything else being equal, people prefer to buy from friendly people.

When you finish that piece of copy, check it over for "flow". Does one idea lead naturally into another? Delete those dangling particles, polysyllabic words, do the polishing necessary to make everything you say as clear as crystal. Then ask yourself one final question: "Is is friendly?"

### **Yes, (some) Bankers Are Human**

H. A. Leggett, vice president of Valley National Bank, Phoenix, Arizona, has sent us several issues of the bank's house organ, which he writes. Wonderful stuff. The relaxed approach. Written in a light vein. Interesting. It's so good we want to condense a little from one issue to show you that bankers have found that dignity and the icy stare no longer pay off. Makes you almost think bankers are human. Here's a condensation of the copy:

In this little space, where all is fun and frolic, we sometimes philosophize on matters that are none of our particular business . . . this month we want to discuss a situation that seriously concerns us all. It is something that strikes at the very vitals of prosperity. The problem we refer to is the prevalence of THINK signs in business establishments.

Have you ever entered a man's office, brimming with enthusiasm over a new idea or a potential deal, only to be confronted with that ominous admonition to THINK? . . . Your mind begins to wander. THINK, it says. Think about what? About Rodin's statue of *The Thinker* perhaps? Now there is a fellow who is obviously going no place. Looks tense and worried, apparently unable to reach a decision . . . by now you are feeling so inferior that you slink away without divulging the purpose of your visit.

Ultimately, if you recover your confidence, you will probably go into business manufacturing signs which read ACT NOW, WORRY LATER, or LEAP BEFORE YOU LOOK. This should be a successful venture because, luckily, there are more unthinking people in the world than vice versa. If people really stop to think, they might never buy that widely touted uranium stock, that heavily mortgaged real estate, or that racy sports car. In short, too much thinking could disrupt our entire economy.

Such words from a banker, yet.

## Be Wary of "New"

One of the magic words in mail order copy is supposed to be the small but mighty little 3 letter word **NEW!** But, sometimes I'm afraid of it.

Just because a thing is **NEW** doesn't mean it's good. **NEW** may also mean "untried", which it does, according to one dictionary definition.

Bearing down too hard on the **NEWness** of your product or service might prove to be a boomerang. Readers might think "This thing is too new. I'd like to have the benefits it offers but guess I won't buy now. I'll wait until it has been on the market long enough to get some of the bugs out of it." People are not apt to try the untried. Buyers don't fancy being made guinea pigs to test new products.

When you use **NEW** in your copy be quick to translate what's **NEW** in terms of additional wearing qualities, better appearance, increased adaptability, or some other benefit. These **NEW** color television sets at \$900 to a thousand bucks a throw scare me. Guess I'll wait until someone else has financed the elimination of "bugs".

## "Very" Good Advice

Words are the copywriter's tools. And every workman should keep his tools well sharpened. Or replace them when they wear out. Many, many words used in copy have become so dulled that copywriting workmen have set them aside.

"Service" is one such word. "Very" is another dulled word tool.

*The Word Finder*, published by Garden City Books, devotes an entire section to substitutes for "very". Everyone who writes copy should have this reference book. The one section on "very" substitutes is worth many times the cost of the book.

How many times do you write "very old" when you mean "100 years old"? "Very smart" when you mean "exceptionally smart", or "very inadequate" when you mean "hopelessly inadequate"?

Go over your copy. Dig up a substitute for "very" whenever it appears. You may be surprised at how doing so will add color and clarity to your copy.

## You Write It—We'll Print It

Want to play a game? A game that will help you write the kind of

stuff people will read? Gelett Burgess of Purple Cow fame started it. Bill Feather tried it and succeeded in turning out a piece of clear-as-crystal copy. The game is to write a piece of copy using only words of one syllable. Bill Feather's efforts started out this way:

If you wish what you write to be read, you have to use plain words. Use of such words makes you think hard. If you use short words, you dare not be vague since even dull folks would then know your brain is soft. If your thought is clear, you can give it form and strength by the choice of short words.

Here's my own effort along this line:

If you play this game with me you will have to look up short words to take the

place of long ones. That will be all to the good. For short words are less hard to read than long ones. It will help your style, make your prose move. Those who read what you write will get your drift with less strain on their minds. So try it. Write your piece."

Let's see what you can do with short words. We'll print the best that come in from guys like you who write prose to sell "things".

**EDITOR'S NOTE:** *Good idea! The Reporter will back it up . . . with a free set of the Henry Hoke Library, plus binder, to the short-word item Orville thinks best. Send your one-syllable-word piece to him at 106 N. State St., Howell, Mich.*

*It's so easy to*

**PRINT  
BOTH SIDES  
AT ONCE**

**FINGER-TIP  
CONTROLS & AUTOMATIC OPERATION**

Model 242



Save time and cut costs on 2-sided forms by lithographing both sides in one operation. It's easy with Model 242, easy to change from regular one-sided offset, easy to get 12,000 impressions per hour at normal operating speed—and easy on your operator, too! Finger-tip controls and automatic operation simplify any reproduction job. From a sitting position, your operator changes masters or plates in a jiffy because the quick change segment always stops at a predetermined, easy-to-reach position. And the automatic blanket cleaner keeps her hands clean.

Best machine for short runs, Model 242 is best in the long run too! Send for Attachments Catalog, see how you also can do Davenporting, letterpress, dry offset, imprinting, numbering, perforating. Uses all types, styles, sizes of plates, and sheets from 3" x 5" to 10" x 14", manifold to light cardboard. Envelopes, too! Heavy duty construction, trouble-free operation, low maintenance. Compare it!

**Pro Type makes  
headline setting easy**



**DAVIDSON CORPORATION**  
A Subsidiary of Mergenthaler Linotype Company  
39 RYERSON STREET, BROOKLYN 3, NEW YORK  
Branches in all principal cities and Canada

Text set in Linotype • Headings in ProType

**DAVIDSON  
DUAL-LITH**  
*does more for you!*



**DAVIDSON CORPORATION**  
29 Ryerson Street, Brooklyn 3, New York

- ☐ How can I do simultaneous 2-sided lithography?  
☐ Send Attachments Catalog.  
☐ Arrange a demonstration.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

R-8

## IDEA For Sales Letters

... tested to deliver 98% readership in every mailing.  
... has the dignity of Tiffany's, the come-hither of Marilynne,  
... phone me collect, tell me all about what, when and who you want to sell ... and you'll get a straight forward answer.

"Jess"  
**Liggett 4-7203**

14-21 Mulroughman Avenue  
Rosedale Hills, New York



**SEND FOR AN "AMPRO AD-FOLIO"**  
Creative copy for letters that will sell for you. And we'll produce the work to your order—Mail it to you postpaid! Also, custom Mimeographing, Flash Cards, Cartooning, IBM Composition. We don't waste time, speedie service is our guarantee!

"SAVE BY MAIL"

**ADVERTISING & MAIL  
PROMOTIONS, INC.**

Box 1197, 5308 Chester Ave., Cleveland, Ohio



**when your job is too small  
for a personal call  
IT'S TYME\* FOR A CHANGE**

If your present supplier  
is too big for his britches,  
give us a call  
and hear what our pitch is.

**\*TYME LETTER SERVICE CORP.**  
43 E. 19th St., N. Y. 2, N. Y., AL 4-9174

**A COMPLETE DIRECT MAIL SERVICE**



**WRITE FOR FREE PORTFOLIO**

of samples of booklets, folders, letterheads and similar pieces which I have written and designed, by mail, for firms in all parts of the country from Maine to California.

**RAYMOND LUFKIN**

Advertising Plans, Copy and Design direct to your desk, by mail, from my studio at home.  
124 West Clinton Avenue, Tenafly, New Jersey

# My Mail Order Day

By Jared Abbeon

## The Big Search For The "Right" Product

One question turns up again and again in my morning mail from folks who wish to enter or continue in the mail order field:

*"Where can I find a product to sell via the mails?"*

The answer to this one is easy:  
*"If I knew a sure fire product I would sell it myself."*

However, there are certain sources of products that tend to lend themselves to profitable hunting and there are also certain sources that tend to be a snare, a delusion and a trap for the unwary.

As a good general rule, avoid secondary sources. Net profits in mail order are too small to leave much room for splitting with a horde of middlemen, jobbers, and distributors. You must go directly to the source, either to the manufacturer or (depending on the item) you must manufacture it yourself.

### Don't Look for Problems

If possible, even avoid dealing with the manufacturer through his agents and salesmen. Firstly the manufacturer himself can and will make deals that as a matter of profit and principle he cannot and will not allow his salesman to make. Look at it this way: In my enterprise, I average between 8% and 12% net profit at the end of the year. If I must pay a higher price for an item, say the jobber's average 10% to 20% or even the salesman's 5%, 7% or 10% commission, I cut my net down in half or less. This means some items which now inch over into the black reverse ... and inch over into the red.

The question now arises, *"What to sell?"* This is a mighty tough problem. Certain things due to capital, shipping, stocking, fragility, style, custom fitting, etc. do not lend themselves readily to mail order exploitation. Still, if I mentioned their names, in almost every case a successful operator could be pointed out who is doing what theoretically can't be done. But why look for prob-

lems? Decide on an item that is easy to store, pack, light to ship, and in demand.

What is in demand? Look around you. What does some significant section of the population desire and cannot easily obtain locally? Sure, that is a rough question. But if it was easily answered, some bright boy already would be filling the demand. So it now becomes a question of priming your idea pump. After you are well established, a steady stream of ideas will come to you over the transom, in the mail, on the phone. Unfortunately the vast majority of these will be absolutely useless.

The acid test of any idea submitted to you is this: *"If this wingbat is so hot why doesn't the guy try selling it himself?"* Offhand, I can think of only two products over the years that stood up to that question. One was put out by a huge corporation which only sold through dealers and their dealers had missed the mail order angle. We did a nice business till their regular outlets caught on and swamped the mails. Incidentally, this violates another mail order axiom: "Nail down your product". The second product came to us through a manufacturer's agent, and we did nicely on it for a time ... till the limited market was sold out. Here we violated the "deal direct rule" ... but remember, no rule is absolute.

### A Sure-Fire Method: Read!

The best method I have found for pump priming is to *read*. Yes, I visit trade shows, industrial fairs and buying centers ... but so does everyone else. The chances of picking up a product overlooked by the Big Boys is very, very small. So I read dozens and dozens of industrial magazines every month. Not so much looking for an item already offered for a particular field ... but for an item that can be twisted around to a different use.

For example, one of our steady sellers was originally offered for the



hospital and institutions market. A slight change in design (and new literature) and lo and behold we sell over \$100,000 worth to the textile and printing industry. Another of our products was used by industry. A slight switch in the promotion appeal and it became a consumer item.

You never know what you can discover if you preserve an open mind. Two years ago I went to the public library and spent three days browsing. Had a flash of an idea while looking through a nature and wildlife publication put out by a museum. Last month's gross profit from this idea: \$1,200. (Note that word "gross profit". There is a mighty big difference between net profit and gross profit.)

Another system of uncovering products is the "Shoot An Arrow Into The Air" system. Awhile back we sent out 2,000 letters to manufacturers . . . picked almost at random from *Thomas' Register*. Our question after we had identified ourselves as competent and respected businessmen was: "What do you have that we can sell?" A goodly number of answers came back and we picked out five products to exploit. They ranged from beeswax to sea shells. For one in the rubber

moulding field we poured in time and treasure . . . and took a beating. For one in the home making field we secured national distribution rights . . . but gave up the fight after butting our heads against the cold economics of setting up national distribution via mail (against huge industrial giants with warehouses and million dollar advertising budgets). But we still handle the item and turn over a few dollars profit every month. We still sell the annual beeswax crop for our beeswax producer on a 2% commission basis. We sell it by mail to a small list of people who like his particular quality. The sea shells are a steady added item for us. The fifth product is just now being pushed.

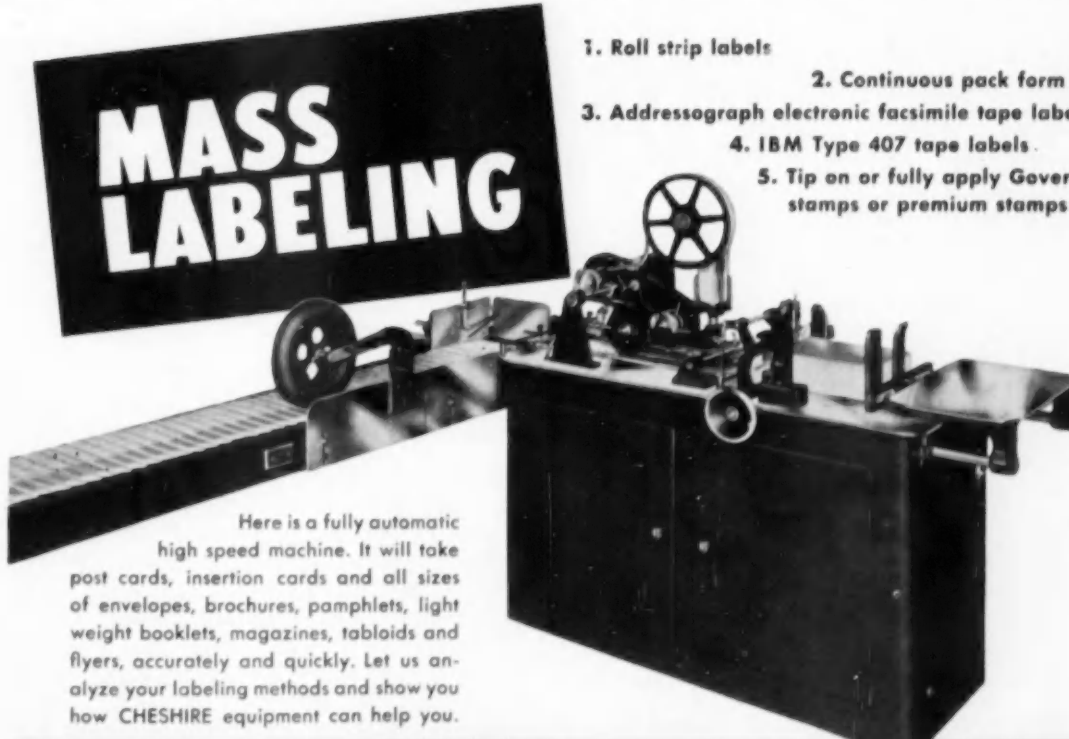
#### Off Shore Companies May Have Just The Ticket

Another source of mail order items is exotic offshore products. But you must have patience. It sometimes takes years before a foreign product can be made to pay off. We have stopped featuring goods from one distant continent because of the impossibility of maintaining quality . . . and the fact our money is tied up in merchandise, six months in transit.

Of course, we could buy fill-in stocks from local importers, but the price tends to triple. Still, if you come up with a good idea and can't get one of our "too busy" American manufacturers to play ball with you, an off shore company may be just the ticket.

It is impossible here, to list all the possible product sources; but briefly, you might try these: Trade magazines, *Thomas' Register* and other directories; the Chamber of Commerce of any American City (I once got the address of a sought-after manufacturer through the fact that the sample I saw was wrapped in a paper from a midwest city. The C. of C. gave me his name); the Trade Attache at the Consulate or Embassy of any foreign country; and last but not least . . . snoop around your own city. (Where are they building little factories? Who is moving into the old abandoned Axe Works building?)

Keep your mind open, your mouth moving and your typewriter humming. You'll find a product. As to making a profit with it . . . next month we will go into "How To Market and Merchandise Your Mail Order Product". ●



## MASS LABELING

1. Roll strip labels
2. Continuous pack form labels
3. Addressograph electronic facsimile tape labels
4. IBM Type 407 tape labels
5. Tip on or fully apply Government stamps or premium stamps

Here is a fully automatic high speed machine. It will take post cards, insertion cards and all sizes of envelopes, brochures, pamphlets, light weight booklets, magazines, tabloids and flyers, accurately and quickly. Let us analyze your labeling methods and show you how CHESHIRE equipment can help you.

**CHESHIRE MAILING MACHINES, inc.** 1644 N. HONORE ST. • CHICAGO 22, ILLINOIS

# Direct Mail

# directory

LISTINGS ONE LINE PER ISSUE, \$15.00  
PER YEAR UNDER SPECIAL HEADINGS.  
\$24.00 PER YEAR.

## ACETATE SHEET PROTECTORS

A. G. Bardo Co., Inc. 437 N. 5th St., Milwaukee 3, Wis. (BR 2-3372)

## ADDRESSING

A-Five Letter Service 219 Griggs-Midway Bldg., St. Paul 4, Minn. (MI 6-1695)  
Address-O-Rite Stencil & Mach. Co., Inc. W. 23 St., N.Y.C. 10 (OR 5-3240)  
Beekman Addressing Service 1426 Kings Highway, Brooklyn, N.Y. (DE 9-0879)  
Creative Mailing Service, Inc. 460 N. Main, Freeport, N.Y. (FR 9-2431)  
Merit Mailers 370 Plane Street, Newark 2, N.J. (MI 2-0644)

## ADDRESSING & LIST CONTROL SYSTEMS

Lisle M. Ramsey & Associates 1700 Delmar, St. Louis 3, Missouri (CH 1-6797)  
Sames Punched Card Div., Underwood Corp. 1 Pk. Ave., N.Y.C. 16 (LE 2-7000)

## ADDRESSING MACHINES

Addressing Machine & Equip. Co. 326 Broadway, N.Y. 7, N.Y. (HA 2-6700)  
Approved Business Machines Co. 19 Hudson St., New York 13, N.Y. (CA 6-6233)  
Elliott Addr. Machine Co. 155A Albany St., Cambridge 39, Mass. (TR 6-2020)  
Mailers' Equipment Co. 40 W. 15th St., N.Y. 11, N.Y. (CH 3-3442)  
Saver & Wallingford 143 W. Broadway, N.Y. 13, N.Y. (WO 4-0520)

## ADDRESSING — TRADE

Belmar Typing Service 91-71 111th St., Richmond Hill 8, N.Y. (VI 4-5322)  
Shapins Typing Service 68-11 Roosevelt Ave., Woodside, N.Y. (HI 4-2730)

## ADVERTISING AGENCIES

Ad Scribe P. O. Box 254, North Canton, Ohio (Tel: 9-2552)  
"American Direct Mail" 1113-19 Venice Blvd., Los Angeles 15, Calif. (DU 8-1305)  
Martin Ad Agency (Dir. Sell. Mail Ord.) 15 PA E. 40, N.Y.C. 16 (LE 2-4751)  
Charles H. Rogers Assoc. 92-32 Union Hall St., Jamaica 33, N.Y. (OL 8-4300)

## ADVERTISING ART

A. A. Archbold, Publisher P. O. Box 20740, Los Angeles 4, Calif. (RI 9-9062)  
Raymond Lufkin 116 West Clinton Ave., Tenafly, N.J. (EN 3-4860)  
Multi Ad Services 100 Walnut St., Peoria, Illinois

## ADVERTISING BOOK MATCHES

Match Corp. of America 3433-43 W. 48th Pl., Chi. 32, Ill. (VI 7-2244)  
Universal Match Corp. 1501 Locust St., St. Louis 3, Mo. (CH 1-3230)

## ADVERTISING SPECIALTIES

Geo. McWeeney Co., Box 87, 614 Campbell Ave., W. Haven, Conn. (WE 4-3411)

## ANALYSIS, PLAN, LIST SELECTION, COPY, RESULT EVALUATION

Troy M. Rodlun, T. & D. Rodlun 1832 M St., NW, Wash. 6, D. C. (RE 7-3433)

## AUTOMATIC MACHINE-ADDRESSING SERVICE

Merit Mailers 370 Plane Street, Newark 2, N.J. (MI 2-0644)

## AUTOMATIC TYPEWRITING

Ambassador Letter Serv. Co. 11 Stone St., N.Y. 4, N.Y. (BO 9-0607)  
American Auto Typewriter Co. 2323 N. Pulaski R., Chicago 39, Ill. (EV 5151)  
Carlson Auto. Typewriting Serv. 3744 N. Clark St., Chic. 13, Ill. (EA 7-5496)  
Repass Letter Service 29 So. Wabash Ave., Chi. 3, Ill. (CE 6-4066)

## BOOKS

Art & Tech. of Photo Eng. Moran Eng. Co. 44 W. 28, N.Y.C. 1 (MU 9-8585)  
Reporter of Direct Mail 224 7th, Garden City, N.Y. \$5.00  
Cordially Yours 1.00  
Dogs That Climb Trees 1.00  
How To Get The Right Start in Direct Advertising 1.50  
How To Think About Direct Mail 1.00  
How To Think About Letters 1.00  
How To Think About Readership of Direct Mail 1.00  
How Direct Mail Solves Management Problems 1.00  
How To Think About Showmanship in Direct Mail 1.00  
How To Think About Mail Order 1.00  
How To Think About Production and Mailing 1.00  
The Plain Jane of Direct Mail 1.00  
How To Think About Industrial Direct Mail 3.50

## BUSINESS BRIEFS

Wetmore & Co. 1015 S. Shepherd Dr., Houston 19, Texas (LY 9126)

## CATALOG PLANNING

Catalog Planning Co. 101 W. 55th St., N.Y. 19, N.Y. (PL 7-1967)

## CHRISTMAS STATIONERY

Gettier-Montanye, Inc. Glyndon, Maryland (Reisterstown 842)  
The Newbern Company 207 W. Main St., Arlington, Texas (AR 5-2307)

## COPYWRITERS (Free Lance)

Leo P. Bott, Jr. 64 E. Jackson Blvd., Chi. 4, Ill. (HA 7-9187)  
Orville E. Reed 106 N. State St., Howell, Mich. (Tel: 66)  
O. H. Roskam 1430 Grand, Kansas City 6, Mo. (HA 1-6469)  
O. C. Shirey D. M. Adv. 1621 Conn. Ave., N.W., Wash. 9, D. C. (AD 4-3527)  
Alfred Stern 2 West 46th St., (Rm. 309) N.Y. 36, N.Y. (JU 4-4662)

**DESIGNERS & PRODUCERS OF STEEL DIE ENGRAVED STATIONERY**  
The Fredmark Company 354 Blacksmith Rd., W., Levittown, N.Y. (PE 1-9495)

## DESK CALENDARS

Gettier-Montanye, Inc. Glyndon, Maryland (Reisterstown 842)

## DIRECT MAIL AGENCIES

Adv. & Mail Promotions, Inc. Box 1197, 5300 Chester Ave., Cleveland, Ohio  
Ahrend Associates, Inc. 601 Madison Ave., New York 22, N.Y. (PL 1-0312)  
American Mail Adv., Inc. 610 Newbury St., Boston 15, Mass. (CO 6-7940)  
Barbara H. Boynton & Staff 420 Market St., San Francisco 11, Cal. (YU 6-2378)  
Homer J. Buckley 108 N. State St., Chi. 2, Ill. (ST 2-5336)  
The Buckley Organization Phila. National Bank Bldg., Philadelphia 7 Pa.  
Chase & Richardson, Inc. 18 East 41st St., N.Y. C. 17 (MU 4-4390)  
Dickie-Raymond, Inc. 470 Atlantic Ave., Boston 10, Mass. (HA 4-3360)  
Dickie-Raymond, Inc. 225 Park Ave., N.Y. 17, N.Y. (MU 4-3610)  
Direct Mail Associates 11 E. 12th Street, Wilmington 1, Delaware (Tel: 8-6405)  
Direct Mail Services 175 Luckie St. N.W., Atlanta 3, Ga. (CY 3398)  
Duffy & Assoc., Inc. 918 N. 4th St., Milwaukee 2, Wis. (BR 3-7852)  
General Office Service, Inc. 527 & St. N.W., Washington 1, D. C. (HA 8-5348)  
Frederick E. Gymer 2125 E. 9th St., Cleveland 15, Ohio (SU 1-4220)  
Harrison Services, Inc. 341 Madison Ave., N.Y. 17, N.Y. (MU 9-1430)  
Hickey-Murphy Div. of James Gray, Inc. 216 E. 45 St., N.Y.C. 17 (MU 2-9000)  
Jess 96-03 Metropolitan Ave., Forest Hills, N.Y. (LI 4-7203)  
John M. Lord & Co. 11 Beacon St., Boston 8, Mass. (LA 3-6545)  
Merit Mailers 370 Plane Street, Newark 2, N.J. (MI 2-0644)  
R. L. Polk & Co. 431 Howard St., Detroit 31, Mich. (WO 1-9470)  
Reply-O Products Co. 7 Central Park W., N.Y. 23, N.Y. (CI 5-8118)  
Maxwell Sackheim & Co., Inc. 545 Madison Ave., N.Y. 22, N.Y. (PL 1-3151)  
Sales Letters, Inc. 153 W. 23rd St., N.Y. C. (WA 9-2680)  
Sande Roche & Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1551)  
J. B. Sands & Company 16 Brighton Ave., Boston 14, Mass. (ST 2-8947)  
The Smith Company 67 Beale St., San Francisco, Calif. (SU 1-6544)  
Lloyd F. Wood Associates 1640 Wisc. Ave., N.W., Wash. 7, D. C. (CO 5-9042)

## DIRECT MAIL CONSULTANT

Lawrence Lewis & Assoc. 175 5th Ave., N.Y. 10, N.Y. (OR 7-6868)

## DIRECT MAIL EQUIPMENT

Addressograph-Multigraph Corp. 1200 Babbitt Rd., Cleveland 17, O. (RE 1-8000)  
B. H. Bunn Co. 7605 S. Vincennes Ave., Chicago 20, Ill. (HU 3-4455)  
Cheshire Mailing Machines Inc. 1644 N. Honore St., Chicago 22, Illinois  
R. C. Coxhead Co. 720 Frelinghuysen Ave., Newark 5, N.J. (BI 2-2600)  
Davidson Corp. 29 Ryerson St., Bklyn. 5, N.Y. (UL 5-5970)  
A. B. Dick Co. 5700 W. Touhy Ave., Chi. 31, Ill. (RO 3-1900)  
Feline Tying Machine Co. 3351 N. 35th St., Milwaukee 16, Wis. (HI 5-7131)  
Martin Yale, Inc. 2100 W. Fulton St., Chicago 12, Ill.  
National Bundle Tye Co. Blissfield, Michigan (BL 1423)  
Scriptomatic, Inc. 310 N. 11th St., Phila. 7, Pa. (WA 2-4213)  
Seal-O-Matic Machine Mfg. Co. 145 Hudson St., N.Y.C. (WA 5-0490)

## DIRECT MAIL SUPPLIES

Fragrance Process Co. 73 Sullivan Street, N.Y. 12, N.Y. (MO 3-1582)  
Lee Products Company 2763 S. Lyndale, Minneapolis 16, Minnesota (RE 9080)  
Presto Process Co. 243 N. Water Street, Rochester, N.Y.

## ELLIOTT STENCIL CUTTING

Address-O-Rite Stencil & Mach. Co., Inc. 64 W. 23 St., N.Y.C. 10 (OR 5-3240)  
Clear Cut Duplicating Co. 149 Broadway, N.Y. 4, N.Y. (WO 4-4467)  
Creative Mailing Service 460 N. Main St., Freeport, N.Y. (FR 8-4830)  
Elliott Addressing Mach. Co. 117 Leonard St., N.Y. 13 (WA 5-1371)  
Swanson Direct Mail Service Gloucester, Mass. (821-R)

## ENVELOPES

American Envelope Mfg. Corp. 60 Beekman St., N.Y. 38, N.Y. (WO 2-5040)  
The American Paper Products Co. East Liverpool, O. (FU 5-4240)  
Atlanta Envelope Co. 1700 Northside Dr., Atlanta 1, Ga. (EL 3686)  
Berlin & Jones Co., Inc. 601 W. 26th St., N.Y. C. 1 (WA 4-4400)  
The Boston Envelope Co. 397 High St., Dedham, Mass. (FA 5-6700)  
The Century Envelope Co. 501 Park Ave., Minneapolis 15, Minn. (GE 3663)  
Columbia Envelope Co. 2015 N. Hawthorne, Melrose Park, Ill. (ES 8-6214)  
Samuel Cupples Envelope Co. 360 Furman St., Brooklyn 2, N.Y. (TR 5-6285)  
Cupples-Hesse Corp. 1483 Keosauque Way, Des Moines 14, Iowa (AT 8-5737)  
Cupples-Hesse Corp. 3633 Michigan Ave., Detroit 16, Mich. (TA 6-7360)  
Cupples-Hesse Corp. 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3-3700)  
Curtis 1500 Inc. 150 Vanderbilt Ave., W. Hartford 18, Conn. (JA 2-1221)  
Detroit Tuller Envelope Co. 2139 Howard St., Detroit 16, Mich. (TA 5-2700)

Diplomat Envelope Corp. 23-23 Borden Ave., L. I. City 1, N. Y. (ST 4-5200)  
 Garden City Envelope Co. 3001 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)  
 Geo-O'Hara Envelope Co. 500 N. Sacramento Blvd., Chi. 12, Ill. (NE 8-1200)  
 The Gray Envelope Mfg. Co. 55-33rd St., Brooklyn 32, N. Y. (ST 8-2900)  
 Heco Envelope Co. 4500 Cortland St., Chi. 39, Ill. (CA 7-2400)  
 Long Island Envelope Co., Inc. 106-05 Northern Bl., Corona, N. Y. (DE 5-6444)  
 Rochester Envelope Co. 72 Clarissa St., Rochester 14, N. Y. (HA 2-404)  
 The Standard Envelope Co. 1600 E. 30th St., Cleveland 14, O. (PR 1-3960)  
 Tension Envelope Corp. 19th & Campbell Sts., Kansas City, Mo. (HA 1-0092)  
 Tension Envelope Corp. 522 Fifth Ave., N. Y. 36, N. Y. (MU 2-4644)  
 Transo Envelope Co. 3542 N. Kimball Ave., Chicago 10, Ill. (IR 8-6914)  
 Transo Envelope Co. 22 Monitor St., Jersey City, N. J. (HE 4-1587)  
 United States Envelope Co. Springfield 2, Mass. (RE 6-7211)  
 United States Envelope Co. 217 Broadway, N. Y. 5, N. Y. (BA 7-5700)  
 Wolf Detroit Envelope Co. 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

#### ENVELOPE SPECIALTIES

The Connelly Organization, Inc. 1010 Arch St., Phila. 7, Pa. (MA 7-8133)  
 Curtis 1000 Inc. 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)  
 Du-Plex Envelope Corp. 3026 Franklin Blvd., Chi. 12, Ill. (NE 8-1200)  
 Garden City Envelope Co. 3001 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)  
 The Seward Co. 480 Lexington Ave., N. Y. 17, N. Y. (PL 5-2514)  
 Tension Envelope Co. 19th & Campbell Sts., Kansas City 8, Mo. (HA 1-0092)  
 The Wolf Envelope Co. 1749-81 E. 22nd St., Cleveland 1, O. (PR 1-8470)

#### FOREIGN MAILINGS

Sande Roche & Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1551)  
 The Missing Sales Link 73, rue du Cardinal-Lemoine, Paris 5e, France

#### FUND RAISING

William M. Proft Associates 585 Main St., E. Orange, N. J. (OR 3-2233)

#### IMPRINTERS — SALES LITERATURE

L. P. MacAdams Co. 301 John St., Bridgeport 3, Conn. (ED 4-2167)  
 Merit Mailers 370 Plane Street, Newark 2, N. J. (MI 2-0644)

#### INSERTING SERVICE — AUTOMATIC MACHINE

Automatic Mailing Service Inc. 560 Belmont Ave., Newark 5, N. J. (TA 4-0891)  
 Bonded-Nationwide 753 4th Ave., Brooklyn 32, N. Y. (SO 8-4819)  
 Coupon Service Corp. 37 East 18th St., N. Y. 3, N. Y. (OR 3-0160)  
 Drumcliff Advertising Service Hillen Rd., Towson 4, Md. (FA 3-7290)  
 Gile Letter Service 723 Third Ave. South, Minneapolis 2, Minn. (FE 3-3471)  
 Inserting & Mailing Corp. 2 Broadway, N. Y. 4, N. Y. (WH 4-3722)  
 Mailers, Inc. 370 Plane Street, Newark 2, N. J. (MI 2-0644)  
 Merit Mailers 370 Plane Street, Newark 2, N. J. (MI 2-0644)  
 Roskam Advertising 1430 Grand, Kansas City 6, Mo. (HA 1-4469)  
 West. Emp. Dir. Adv. Co. 612 Howard St., San Francisco 5, Calif. (GA 1-8500)

#### INVISIBLE INK LETTERS & POST CARDS

Sande Roche & Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1551)

#### INVISIBLE INK POST CARDS

Morley W. Jennings East Orange, N. J. (OR 4-8308)

#### LABEL PASTERS

Potdevin Machine Co. 200 North St., Teterboro, N. J. (HA 8-1941)

#### LABELS

Eureka Specialty Printing Co. 558 Electric St., Scranton 9 Pa. (DI 7-2035)  
 Allen Hollander Co., Inc. 385 Gerard Ave., N. Y. 51, N. Y. (MO 5-1818)  
 Penny Label Co. 9 Murray St., N. Y. 7, N. Y. (BA 8-7771)  
 Tompkins Label Service 1518 Walnut St., Philadelphia 2, Pa. (PE 5-6999)

#### LETTER GADGETS

Hewig Co. 45 W. 45th St., N. Y. 19, N. Y. (JU 2-1864)  
 Robert Straub & Co. 111 W. Jackson Blvd., Chicago 4, Ill. (WA 2-1881)

#### LETTERHEADS

Brunner Printing Co., Inc. 1010 Jefferson Ave., Memphis, Tenn. (Tel: 2-2355)  
 Harper Engraving & Printing Co. 283 E. Spring, Columbus 15, O. (AD 5057)  
 Woodbury & Co., Inc. Chadwick Square, Worcester 5, Mass. (PL 4-1721)

#### MAIL ADVERTISING SERVICES (Lettershops)

CHICAGO  
 Lettercraft 22 W. Madison St., (2) (FR 2-8734)  
 Mailers, Inc. 216 N. Clinton St., (6) (FI 6-0722)  
 The Rylander Co. 216 W. Jackson Blvd., (6) (FR 2-5953)

CLEVELAND  
 Cleveland Letter Serv., Inc. 740 W. Superior, (13) (SU 1-8300)

COLUMBUS  
 W. A. Storing Co. 239 N. 4th St. (15) (CA 8-5741)

DETROIT  
 Advertising Distributors of America, Inc. 834 Bagley Ave. (26) (WO 2-1172)  
 Advertising Letter Service 2930 Jefferson East, (7) (LO 7-9535)  
 Curtis & Burgess 4th Floor-Marquette Bldg. (26) (WO 3-0593)  
 R. L. Polk & Co. 431 Howard St. (31) (WO 1-9470)

HOUSTON  
 Premier Printing & Letter Serv. 420 Texas Ave., (2) (CA 7-4145)

KANSAS CITY  
 Roskam Advertising 1430 Grand (6) (HA 1-4469)

LOS ANGELES  
 Atlas Letter Service 524 S. Spring St., (13) (MI 5181)  
 Krupp's Adv. Mailing Serv. 228 S. Los Angeles St., (12) (MI 8753)

MARION, OHIO  
 Fulfillment Corp. of America 381 W. Center St. (Tel: 2-1187)

NEWARK, NEW JERSEY  
 Automatic Mailing Service Inc. 560 Belmont Ave., (5) (TA 4-0891)  
 Merit Mailers 370 Plane Street (2) (MI 2-0644)

NEW YORK CITY  
 Advertisers Mailing Serv., Inc. 45 W. 18th St. (AL 5-4500)  
 Benart Mail Sales Serv., Inc. 228 E. 45th St., (17) (MU 7-8830)  
 Cardinal Direct Mail Corp. 2 Broadway, (4) (WH 4-3722)  
 Century Letter Co., Inc. 48 E. 21st St., (10) (AL 4-8300)  
 Mary Ellen Clancy Co. 250 Park Ave. (YU 6-7833)  
 Coupon Service Corp. 37 East 18th St. (OR 3-0160)

Elite Letter Co., Inc. 11 W. 32nd St. (1) (PE 6-1463)  
 Mailograph Co., Inc. 39 Water St., (4) (BO 9-7777)  
 The St. John Assoc., Inc. 75 W. 48th St., (36) (JU 2-3344)  
 Tyne Letter Serv. Corp. 43 East 19th St., (3) (AL 4-0174)

#### PHILADELPHIA

Comely Organization, Inc. 1010 Arch St., (7) (MA 7-8133)  
 Woodington Mail Advertising Serv. 1304 Arch St., (7) (RI 6-1840)

#### PITTSBURGH

Advertisers Associates Inc. 1627 Penn Ave., (22) (AT 1-6144)

#### ROCHESTER

Ayer & Sireb 15 South Ave., (4) (BA 6340)

#### SAN FRANCISCO

The Letter Shop 67 Beale St. (SU 1-6564)

#### WASHINGTON, D. C.

General Office Serv. Inc. 527 6th St., N. W. (NA 8-5348)

#### WESTFIELD, NEW JERSEY

Union County Business Bureau (WE 2-5614)

#### MAILING LISTS — BROKERS

Archer Mailing List Serv. 140 W. 55th St., N. Y. 19, N. Y. (JU 6-3768)  
 Barbara Boynton & Staff 420 Mkt St., San Francisco 11, Cal. (YU 6-2378)  
 George R. Bryant Co. 595 Madison Ave., N. Y. 17, N. Y. (MU 8-2851)  
 George R. Bryant Co. 75 E. Wacker Dr., Chi. 1, Ill. (ST 2-3686)  
 The Coolidge Co. 6 East 23rd St., N.Y.C. 10 (AL 4-0870)  
 Dependable Mailing Lists Inc. 381 4th Ave., N.Y.C. 16 (MU 4-4991)  
 Walter Drey, Inc. 333 N. Michigan Ave., Chi. 1, Ill. (FI 6-4180)  
 Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)  
 Dunhill Int'l List Co., Inc. 65 East Washington St., Chicago 2, Ill. (DE 2-0580)  
 Guild Co. 160 Engle St., Englewood, N. J. (BR 9-0461)  
 Lewis Kleid Co. 25 W. 45th St., N. Y. 36, N. Y. (JU 2-0830)  
 Willa Madden, Inc. 215 4th Ave., N. Y. 3, N. Y. (SF 7-7460)  
 Mosely Mail Order List Serv. 38 Newbury St., Boston 16, Mass. (CO 6-3380)  
 Names Unlimited Inc. 352 Fourth Ave., N. Y. 10, N. Y. (MU 6-2454)  
 D. L. Nettick Co. 136 W. 52nd St., N.Y.C. 19 (CO 5-8616)  
 People in Places, Inc. 167 East 33rd St., N. Y. 16, N. Y. (LE 2-3954)  
 Planned Circulation 19 West 44th St., N. Y. 36, N. Y. (MU 7-4158)  
 Roskam Advertising 1430 Grand, Kansas City 6, Mo. (HA 1-4469)  
 Sanford Evans & Co., Ltd. 165 McDermott Ave., Winnipeg 1, Canada (92-2151)  
 William Stroh, Jr. 568-570 54th St., West New York, N. J. (UN 4-4800)  
 James E. True Assoc. 419 4th Ave., N. Y. 16, N. Y. (MU 9-0050)  
 World Wide Services 520 5th Ave., New York 36, N. Y. (MU 2-5844)

#### MAILING LISTS — BY SUBJECT

FOR LIST SOURCE: COMPARE NAME IN PARENTHESIS WITH LISTING BELOW OF COMPILERS & OWNERS.

Direct Mail Users 18,500 (Reporter of Direct Mail Adv.)  
 Dog Owners List over 2,000,000 (Western Empire)  
 New Car Buyers 150,000 monthly (Gile Letter Service)  
 "Occupant Mailing Lists" (Occupant Mailing List of America, Inc.)  
 Pet shops, 4000; Pet supply jobbers, 150; Cat breeders, 6M. (All-Pets)  
 Upper Income Farmers 35,000 (Gile Letter Service)

#### MAILING LIST — COMPILERS & OWNERS

Active Equipment Supply 47-31 35 St., Long Island City 1, N. Y. (RA 9-9030)  
 Albert Mailing Lists 120 Liberty St., N. Y. 6, N. Y. (RE 2-7573)  
 Allison Mailing Lists Corp. 806 Lexington Ave., N. Y. 21, N. Y. (TE 2-8430)  
 All-Pets Magazine, Inc. P.O. Box 151, Fond du Lac, Wisconsin (2950)  
 Associated Advertising Serv. 613 Willow St., Port Huron, Mich. (YU 5-7773)  
 Automotive Registrations, Inc. 17 West 45th St., N. Y. 36, N. Y. (JU 6-3666)  
 Bodine's of Baltimore 501 E. Preston St., Baltimore 2, Md. (VE 7-0400)  
 Bookbuyers Lists 363 Broadway, N. Y. 13, N. Y. (WO 4-5871)  
 Boyd's City Dispatch 220 East 23rd St., N. Y. 10, N. Y. (OR 4-7061)  
 Buckley-Dement 555 W. Jackson Blvd., Chicago 4, Ill. (HA 1-3862)  
 Catholic List Bureau 45 West 45th St., N. Y. 36, N. Y. (CO 5-4490)  
 Creative Mailing Service 460 N. Main St., Freeport, N. Y. (FR 8-4830)  
 Walter Drey, Inc. 333 N. Michigan Ave., Chi. 1, Ill. (FI 6-4180)  
 Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)  
 Dunhill International List Co., Inc. 565 Fifth Ave., N.Y.C. 17 (PL 3-0833)  
 Drumcliff Advertising Service Hillen Rd., Towson 4, Md. (FA 3-7290)  
 Eli Kogos Webster, Mass. (WE 2780)  
 E-Z Addressing Serv. 83 Washington St., N. Y. 6, N. Y. (HA 2-9492)  
 Fritz S. Hofheimer 28 E. 22nd St., N. Y. 10, N. Y. (OR 4-4420)  
 Gile Letter Service 723 Third Ave. South, Minneapolis 2, Minn. (FE 3-3471)  
 Industrial List Bureau Webster, Mass. (WE 2780)  
 Indus. Machinery News 16142 Wyoming Ave., Detroit 21, Mich. (DI 1-2658)  
 Jewish Statistical Bureau 320 Broadway, New York 7, N. Y. (BE 3-4239)  
 Manpower, Inc. 330 W. Kilbourn Ave., Milwaukee 3, Wis. (BR 2-0909)  
 Market Compilation Bur. 11834 Ventura Blvd., N. Hollywood, Cal. (ST 7-3169)  
 Merit Mailers 370 Plane Street, Newark 2, N. J. (MI 2-0644)  
 Montgomery Engineering Co. 8500 - 12th St., Detroit 6, Mich. (TR 4-0929)  
 J. R. Monty Turf Fan Lists 201 East 46th St., New York 17, N. Y.  
 Occupant Mail. Lists of Amer., Inc. 239 N. 4th, Columbus 15, O. (CA 8-5741)  
 Official Catholic Directory 12 Barclay St., N. Y. 8, N. Y. (BA 2-3800)  
 Palmer Lists 2432 Grand Concourse, N.Y.C. 58 (SE 3-2446)  
 People in Places, Inc. 167 East 33rd St., N. Y. 16, N. Y. (LE 2-3954)  
 R. L. Polk & Co. 431 Howard St., Detroit 31, Mich. (WO 1-9470)  
 W. S. Ponton, Inc. 44 Honeck St., Englewood, N. J. (MU 7-6311)  
 R. L. Rashmir 11834 Ventura Blvd., North Hollywood, Calif. (ST 7-3169)  
 Reporter of Direct Mail Adv. 224 7th St., Garden City, N. Y. (PI 6-1837)  
 Select List Co. 457 S. Robertson Blvd., Beverly Hills, Calif. (CR 4-7823)  
 The Speed-Address Co. 48-01 42nd St., Long Island City 4, N. Y. (ST 4-5922)  
 William Stroh, Jr. 568-570 54th St., West New York, N. J. (UN 4-4800)  
 West. Emp. Dir. Adv. Co. 612 Howard St., San Francisco 5, Cal. (GA 1-8500)  
 Zeller and Leticia, Inc. 15 East 26th St., N. Y. 10, N. Y. (MU 5-6278)

#### MAIL ORDER AGENCIES

Sparks Advertising Agency P. O. Box 211, Brownwood, Texas (9023)

#### MAIL ORDER CONSULTANT

Herbert L. Kallner & Associates 431 S. Wabash Ave., Chic. 5, Ill. (HA 7-4144)  
 Whitl Northmore Schultz 1115 Old Elm Lane, Glencoe, Ill. (VE 5-3193)

#### MAIL ORDER MEDIA

Playboy Magazine 11 E. Superior St., Chicago 11, Ill. (MI 2-1000)

#### MANUFACTURERS—ADDRESSING MACHINES & ACCESSORIES

Pollard-Alling Mfg. Co. 220 W. 19th St., N. Y. 11, N. Y. (CH 3-0492)

(Continued on following page)

## MATCHED STATIONERY

Tension Envelope Corp., 19th & Campbell Sts., Kansas City, Mo. (HA 1-0092)

## MERCHANDISE FOR DIRECT MAIL

Sloan-Ashland Div., Elec. Eng. Prod. Mfg. Mart, Chic. 54, Ill. (DE 7-0717)

## MIMEOGRAPH MACHINE

Addressing Machine & Equip. Co., 326 Broadway, N. Y. 7, N. Y. (HA 2-6700)

## MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co., 19 S. Wells St., Chi. 4, Ill. (ST 7800)  
Mack Type Co., Inc., 55 Fulton St., N.Y.C. 7 (BE 3-1487)

## OCCUPANT MAILING LISTS—LOCAL & NATIONAL

Advertising Distributors of America, Inc., 834 Bagley Ave., Detroit 26, Mich.  
Merit Mailers, 370 Plane Street, Newark 2, N. J. (MI 2-0644)

## OFFSET - MIMOGRAPHING

Surety Letter Service, 7 East 42nd St., N. Y., N. Y. (MU 2-5377)

## PACKAGING

Coupon Service Corp., 37 East 18th St., N. Y. 3, N. Y. (OR 3-0160)  
Merit Mailers, 370 Plane Street, Newark 2, N. J. (MI 2-0644)  
Pack-It (also Mail-It), 7 Brown St., Newark 5, N. J. (MI 2-7575)

## PAPER MANUFACTURERS

Appleton Coated Paper Co., 1250 N. Meade St., Appleton, Wis. (41454)  
Byron Weston Company, Dalton, Mass.  
Curtis Paper Company, Newark, Delaware (NE 8-9551)  
Eastern Paper Corporation, Bangor, Maine (Tel. 5221)  
Frederic Paper, Limited, N. Y. 17, N. Y. (LE 2-0580)  
W. C. Hamilton & Sons, 420 Lexington Ave., N. Y. 17, N. Y. (LE 2-0580)  
Hammermill Paper Co., 420 Lexington Ave., N. Y. 17, N. Y. (LE 2-0580)  
Howard Paper Mills, Inc., 220 E. 42nd St., N. Y. 17, N. Y. (MU 2-7500)  
International Paper Co., 220 E. 42nd St., N. Y. 17, N. Y. (MU 2-7500)  
Kimberly-Clark Corporation, Neenah, Wisconsin (PA 2-3311)  
Mead Papers, Inc., 118 West First Street, Dayton 2, Ohio  
Millers Falls Paper Co., Millers Falls, Mass. (OL 9-3331)  
Neenah Paper Co., Neenah, Wis. (Tel. 2-1521)  
Nekoosa-Edwards Paper Co., Port Edwards, Wis. (Tel. 3111)  
Peniculer Paper Co., Tysitoni, Mich. (Tel. 62)  
Rex Paper Co., Kalamazoo 99, Mich. (Tel. 2-0151)  
Rising Paper Co., Housatonic, Mass. (HO 47)

## PARCEL POST MAILING BOXES

Corrugated Paper Products Inc., 2235 Utica Ave., Bklyn 34, N. Y. (ES 7-6112)

## PERSONALIZED GIANT GRAMS

Sande Rocke & Co., Inc., 97 7th Ave., N.Y.C. 11 (WA 4-1551)

## PHOTO ENGRAVERS

Horan Engraving Co., Inc., 44 W. 28th St., New York 1, N. Y. (MU 9-8585)  
Nassau Photo Engraving Co., 254 W. 31st St., N. Y. C. (PE 6-0817)

## PHOTO REPORTING

Sickles Photo-Reporting Serv., 38 Park Pl., Newark, N. J. (MA 2-3966)

## POST CARDS

The Carr Organization, 1319 N. 3rd St., Milwaukee 12, Wis. (BR 6-4246)  
Plastichrome, by Colourpicture Publishers, 390 Newbury St., Boston 15, Mass. (CO 7-7500)

## PRINTING — OFFSET LITHOGRAPHY

Sande Rocke & Co., Inc., 97 7th Ave., N.Y.C. 11 (WA 4-1551)

## PRINTERS — LETTERPRESS & LITHOGRAPHY

Adams Printers, 30 W. Washington St., Chicago 2, Illinois  
Merit Mailers, 370 Plane Street, Newark 2, N. J. (MI 2-0644)  
Paradise Printers, Paradise, Pa. (ST 5131)  
Proper Press, Inc., 129 Lafayette St., N. Y. 13, N. Y. (CA 6-4757)

## SALES PROMOTION COUNSEL

Martin Ad Agency (Mail Order), 15 PB E 40, N. Y. C. 16 (LE 2-4751)

## SEASONAL STATIONERY

Arthur Thompson & Co., 109 Market Pl., Baltimore 2, Md. (PL 2-4806)

## SUBSCRIPTION FULFILLMENT SERVICE

Fulfillment Corp. of America, 381 W. Center St., Marion O. (Tel. 2-1187)  
Globe Mail Agency, Inc., 148 W. 23rd St., N.Y.C. 11 (OR 5-4600)  
Merit Mailers, 370 Plane Street, Newark 2, N. J. (MI 2-0644)

## SUBSCRIPTION FULFILLMENT SYSTEMS

Sames Punched Card Div., Underwood Corp., 1 Pk. Ave., N.Y.C. 16 (LE 2-7000)

## SYNDICATED HOUSE MAGAZINES

The William Feather Co., 9900 Clinton Rd., Cleveland 9, Ohio (AT 1-4122)

## TRADE ASSOCIATIONS

Advertising Trades Institute, 270 Park Ave., New York 17, N. Y. (MU 8-0091)  
Direct Mail Advertising Assn., 3 E. 57th St., N. Y. C. 22 (MU 8-7388)  
MASA International, 18120 James Gouzens, Detroit 35, Mich. (UN 4-3545)  
Nat'l Council of Mail, List Brokers 55 W. 42nd St., N. Y. 36, N. Y. (PE 6-0615)

## TYPOGRAPHERS

Rapid Typographers, Inc., 305 East 46th St., N. Y. 17, N. Y. (MU 8-2445)

## VANTYPES AND TYPE FONTS

The Ademm Co., 654 Broadway, N. Y. 12, N. Y. (AL 4-3230)

## VARIETY EQUIPMENT

Zenith Typewriter & Adding Mach. Co., 13 W. 17th St., N.Y.C. 11 (WA 4-4180)

Here's what the public doesn't know about . . .

## Post Office Public Services

While Postmaster General Summerfield was testifying before the House Committee, insisting on postal rate raises and refusing to recognize that many of the services of the Post Office are public services . . . the May 1956 issue of *Postal Service News* (employee house magazine) carried the following illuminating article. It deserves widespread reprinting:

To acquaint his patrons with the wide variety of services the Post Office offers them, Postmaster Clyde E. Weeks, Jr., Orem, Utah, arranged for the *Orem-Geneva Times* to publish the following:

Besides the regular operations of the Orem Post Office connected with the receipt, dispatch and delivery of mail, and our money order department, there are a number of other services we perform which are little-known to the general public. Among those are the following:

1. Provide Notary Public service for people.
2. Correct mailing lists for business and individuals.
3. Issue permits for metered mail and permits for bulk mailings at reduced rates.
4. Make collections for the Collector of Customs on mail received with duty charged.
5. Sell Documentary Stamps for deeds and stock transfers.
6. Assist the FBI and other law enforcement officers in the apprehension of criminals.
7. Help the armed services to find relatives of deceased servicemen.
8. Aid the F.H.A. (Federal Housing Administration) in making surveys of vacancies.
9. Assist the Treasury Department with the sale of U. S. Savings Stamps.

10. Act as an agent of the Department of the Interior in the sale of bird hunting stamps.

11. Make flags for veterans' funerals available on behalf of the Veterans Administration.

12. Register aliens for the State Department.

13. Distribute income tax forms for the Department of Internal Revenue.

14. Receive and transmit funds for volunteer charities: Heart, Cancer, Polio, etc.

15. Witness the marking of absentee ballots.

16. Witness declarations of competence by private bondsmen.

17. Administer oaths of office.

18. Certify widows and children in January and July for continued pension benefits.

These are in addition to our C.O.D. service, Registry service, and insured mail service.

The public is our boss. Our goal is to give you the best service we can.

Other offices might well consider presenting such messages through newspapers, radio, TV, speeches, etc.

\*\*\*

Show this item to your Senator . . . when you are talking to him about postal rates. ●



# CLASSIFIED ADVERTISING

## ADDRESSING PLATES

### ELLIOTT STENCIL CUTTING ADDRESSING - LIST MAINTENANCE SUPPLIES

Box 81, Reporter, Garden City, N. Y.

**SPEEDAUMAT**—Zinc Plates embossed—\$35.00 per M. 100% accuracy guaranteed.  
**POLLARD-ALLING**—3 line-proofed and linked \$25.00 per M.

Advertisers Addressing System  
703 N. 16th St., St. Louis 3, Mo.

## ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N.Y. LE 2-4751. Est. 1923.

## EQUIPMENT FOR SALE

### ADDRESSOGRAPH - Model 3400

Built special to cut addressing costs—continuous feed—extension delivery—24 position selector—AC motor 110 volt—in excellent condition. **BARGAIN PRICED FOR QUICK SALE.** Prince & Company, Inc. 5435 W. Fort Street, Detroit 9, Mich. Tel.: Vinewood 2-4200.

### Anderson Folding-Wrapper Machine

sizes up to 11 x 14 includes 1½ HP motor and 15 ft. conveyor with motor—excellent condition—in production now—we invite your inspection. Bargain priced for quick sale. Prince & Company, Inc., 5435 W. Fort St., Detroit 9, Michigan. Tel.: Vinewood 2-4200.

### Model 4300 Speedaumat

wrapper addressing machine with postal permit and return address printer—excellent condition. Bargain priced for quick sale. Prince & Company, Inc., 5435 W. Fort St., Detroit 9, Michigan. Tel.: Vinewood 2-4200.

## MASA SET FOR BIG CHICAGO CONVENTION

A big membership turnout is expected for the Mail Advertising Service Assn.'s 35th Annual Convention at the Drake in Chicago . . . from the 24th to 28th of this month.

General chairman Giles B. McCollum (Reuben H. Donnelley Corp.) and his committee have done a bang-

## FOR SALE

**GRAPHOTYPE**, model 6381, used in good condition. Also model 1900 Addressograph with feeder. Model 96 Rem. Rand calculator, rebuilt like new. **Borroughs Bookkeeping Machine.** **HARRY J. ABRAMS**, 124 E. St., N.E., Wash. 2, D. C.

## HELP WANTED

Need advertising person with promotional instinct. Handle ads on magazine and promote sale of our books. Ad person will be one of top four who will benefit as business grows. Real future if you like to work. Starting salary \$100 week. One person depart. All-Pets Magazine Fond du Lac, Wisc.

## HELP WANTED

### WANTED: EXPERT TO HEAD MAILING DEPARTMENT

Real opportunity available with aggressive firm in large Midwest city for man who knows mailing operations, production, economy measures. Must know how to build and maintain a top quality, profitable mailing list. Must have imagination and ability to expand department's service to its industry—unlimited opportunity for creative individual. Tell us your experience, salary expected, references and send photo. Write The Reporter, Box 82, Garden City, N. Y.

## LISTS

### CANADA'S BEST MAILING LIST 275,000 live names on Elliott stencils

Call your list broker—**TODAY**  
or Tobe's, St. Catharines, Ontario

## MAIL ORDER

**MAIL ORDER MINDED? WE LIST YOUR NAME** with over 500 mail order businesses. You receive fabulous mails. Money-making ideas, books, magazines, samples, etc. Tremendously worthwhile service only \$1.00. Satisfaction guaranteed. Mailorama, Box 476DM, Lynbrook, Long Island.

## MAILING LISTS

### FREE MAILING LISTS

**OVER 2 MILLION NAMES ON PLATES  
GUARANTEED 100% ACCURATE**

(Constantly Corrected)

Retailers-Wholesalers-Manufacturers

Banks-Churches-Institutions

• Choice of 350 Other Lists •

"We Charge ONLY for Addressing"

(Usually Completed within 3 Days).

Write for **FREE Catalogue.**

**SPEED-ADDRESS KRAUS CO.**

48-01 42nd St., Long Island City 4, N. Y.

Stillwell 4-5922

## REBUILT & GUARANTEED

Addressograph-Speedaumat-Elliott Addressing Machines. Graphotypes-Cabinets-Trays-Plates-Frames. Mimeographs-Multiliths-Typing & Inserting Machines—"Hook-on" Tray Equipment. I Buy and Sell all Direct Mail Equipment.

James Eckstein

326 B'way, N. Y. 7, N. Y. HAnover 2-6700

## SERVICES

Your list on key punch cards. Select categories. mail from same master. **ERICKSON** tabulating equipment extracts part of list for selective mailing. Eliminates duplication. costs less than plates. Addressing \$1.50 M up. **ERICKSON ENTERPRISES**, 140 5th Avenue, New York 11. WAtkins 9-5505.

## SITUATION WANTED

**MY BLOOD**—has the mail-order business in it. Broad exp.; good right hand man. Keen eye for mail-order naturals. Copywriting, cataloging, releases. Exp. exec. in fulfillment (2nd cl.), list maint., address., mail room prod. Plus, an expert on mail inserting machines, etc. Phone Allentown, Penna. HE 4-8039. A. M. Sussman.

10 years experience in lettershops & publishing. Know all phases of mailing operations. Or will invest in small business. Write The Reporter, Box 83, Garden City, New York.

## TYPE FOR OFFSET

Save with **FOTO-FONTS**. Unit cost per font only 20¢! Easy to set and align—sharpest reproduction. Free samples and details. **A.A. Archbold**, Publisher, Box 20740-K, Los Angeles 6, Calif.

up job arranging four days of exciting activities for MASA'ers (attendance limited to producers of mail advertising services . . . MASA members or prospective members).

The convention will include idea panel sessions, exhibits, demonstrations . . . and *entertainment galor*. On Friday (24th) there'll be a Chicago Chapter Punch Party to welcome first-time convention attendees; and A. B. Dick Co. is planning a big

Saturday night cocktail reception. And there'll be a surprise feature at the Saturday night dinner dance. Sunday opens with the awards breakfast. Monday will be topped off with a gala evening of dinner and dancing at the famed Chez Paree. Then, the big highlight of the convention at Tuesday's closing luncheon, with presentation of the highest honor in direct mail—The Miles Kimball Award. ●



□ **CONGRATULATIONS!** The Senate Post Office Committee could not complete hearings before adjournment. Therefore H. R. 11380 died. The whole direct mail fraternity owes a debt of gratitude to Harry Maginnis who represents the Associated Third Class Mail Users, and who outmaneuvered the irresponsible propaganda and bullying of PMG Arthur Summerfield. The final days of hearing were a panic. Wish we could report on all of the hard-boiled stuff which proved conclusively that Summerfield's figures and claims were phoney. Maginnis and his witnesses proved beyond doubt that until a postal policy can be established (separating public and commercial services) all rate-fixing by one domineering individual represents irresponsible management.



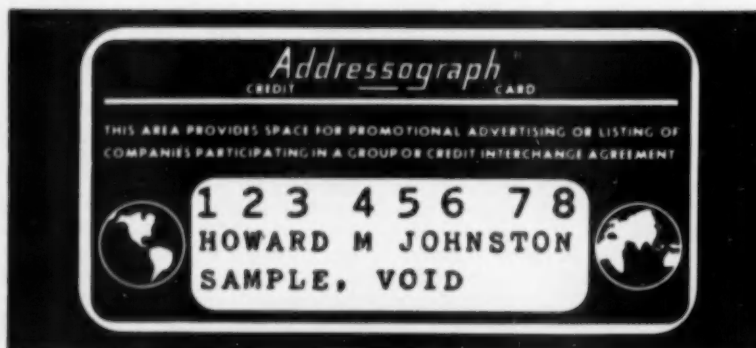
□ **NATIONAL INDUSTRIAL ADVERTISERS ASSN.**—New York Chapter, Inc., will observe its 50th Anniversary on

Sept. 11 . . . with an All-Day Conference and Banquet at the Waldorf Astoria. John Mather Lupton, president of the John Mather Lupton agency, N. Y., is general conference chairman. The day's activities will include a luncheon panel (Forecasting industry's 1957), afternoon panels, etc. The 50th Anniversary observance should be a big NIAA affair.



□ **HERE'S A TIE-IN WHICH WAS REALLY IN TUNE:** Not long ago the Crane Co., Chicago manufacturers of water pipe valves broke an advertising campaign in business papers using that theme: "There are some valves that Crane doesn't make . . . but Crane makes more valves than anyone else!" One ad picturing a cartooned sousaphone player, was seen by Vera Shields, advertising manager of C. G. Conn Ltd., Elkhart, Ind. band instrument manufacturers. Shields got Crane's okay to

□ **STENCIL-TYPE CREDIT CARDS** used by retail stores are usually drab-looking affairs with little (if any) promotion value in terms of visual design. But Addressograph-Multigraph Corp. of Cleveland, Ohio, has come out with a new card which can be produced in a wide range of colors and designs . . . giving it advertising as well as functional value. Pictured here in its original size, the plastic card has a number of other valuable assets: It's easier to carry than standard metal-plate type; it can incorporate bearer's actual signature; and is easy to prepare on an automatic Graphotype machine. Its also less expensive than similar systems.



use the ad in Conn's direct mail program to 24,000 retailers. Result was an attractive folder showing the Crane ad on the first page. Underneath was the headline: "Three guesses who makes the most band instrument valves!" Inside showed pictures of Conn's massive Elkhart factory and photos of various processes band instrument valves go through in their manufacture. Both Crane and Conn emerged as undisputed masters of the valve . . . and experts in good cooperative tie-ins.



□ **A DIE-CUT FOR DIALING:** General Electric produced this unusual booklet for apparatus distributors . . . to show customers how local stocks of GE motors are "as near as your telephone". Entire twelve pages of booklet are die-cut in an 11" circle. The circular pages inside feature full bleed photos of how distributors stock and service the wide range of GE motors. The local



distributor attaches his business card to the red and black cover (pictured here) . . . tying in with the "Dial Me . . ." headline. An effective presentation.



□ **A PERTINENT QUESTION:** "Does the use of Form 3547 entitle the person who rents a list to retain ownership of the corrected names?" The question was posed in a recent bulletin from the Lewis Kleid Co., list brokers, who believe the mailer should have the privilege to use the corrected address . . . but only for readdressing his material. The bulletin suggested that on any mailing using a Form 3547, the mailer should inform the list owner as follows: "Corrected names will be re-addressed. We will not retain the corrected names. We will return the corrections in consideration of payment of the Form 3547 and rental charges."

Lew Kleid is eager to establish a standard of practice for all concerned, so he'll welcome your opinions . . . pro or con. Write to him at 25 W. 45th St., New York 36, N. Y.



**WANT TO BUY SOME WORTHLESS NAMES?** A fellow out in Michigan is trying to sell them . . . as a serious "list cleaning service". He mails a cheaply-printed folder containing 20 sample nixies and this message: "If this list of worthless names is appreciated by you, send 10¢ and 25 more of these latest worthless names will be dispatched to you. Strike worthless names from your mailings and you'll be surprised at the money you'll save!" You'll also spend a small fortune trying to find out on what lists the names are worthless!



**MORE ABOUT PLAYING CARDS:** No sooner had last month's Short Notes



gone to bed with an item about a playing card campaign (see page 42, July issue) . . . when we received this novel birth announcement from Bert Druckman, of the Special Markets Div. at Atlantic Playing Cards. It featured five cards showing the Druckman family (sixth card in lower right corner shows back of the other cards). As an attention-getting direct mail announcement, playing cards seem to be a standout . . . and they can be eyeletted for easy presentation. Investigate them, if you're looking for an attention-getting format.



**INDUSTRIAL PUBLICITY** is profiled in an informative folder just published by Dix & Eaton agency in Cleveland. Originally developed to answer 13 most often asked questions about the subject, the folder covers questions such as "What is industrial publicity? How does it differ from P.R.? How does it



## Take A Tip From The CIRCUS

Spend some time on the costume. Dress your direct mail for the job you want it to do. Make your audience *feel* that you know how to put on a good show. We're talking about paper . . .

Of course . . . asking you to be conscious of texture, color and weight. For example . . . a booklet to be a booklet, should have a cover. And a cover from Peninsular's handsome line will guarantee a good show.

Play safe. Send now for a complete set of our sample books. You'll particularly like the ones showing papers with color on one side and a *different* color on the other.

# Peninsular Paper Company

YPSILANTI



MICHIGAN

Send your 2 sample books please which show swatches of your two-color papers . . . Peninsular Duplex, and Bermuda Duplex. Would also be interested in seeing sample books of:  
( ) Tuscan Cover ( ) Zamora Cover ( ) Pub Cover ( ) Telephone Book Cover  
( ) Brilliant White Twin Tone (both cover and text)

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## SHORT NOTES CONTINUED

work with advertising? How is publicity material developed for industries?, etc. You can get a free copy of the eight-page folder by writing to D & E at The 1010 Euclid Bldg., Cleveland 15, Ohio.



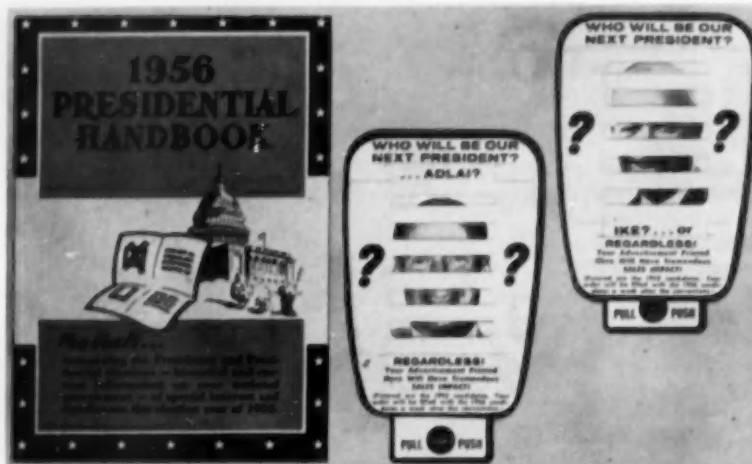
□ **RECOMMENDED READING DEPT.:** Write to the Wall Street Journal (44 Broad St., N.Y.C.) and get a copy of the June 8 issue . . . containing Mitchell Gordon's page-one feature on the list business. It's a fair and accurate picture, filled with interesting side lights about the many different types of lists available. And, if you want a real laugh, write to that friend of yours in Milwaukee and have him get you a copy of the Milwaukee Ad Club's publication, *Torch* . . . June, 1956 issue. Turn to page 51 and read Tom Kroening's humorous piece, "What Motivated This Research on Motivation Research". The "interviews" with advertising personnel are bound to leave you chuckling . . . as they did us.



□ **VELVA-GLO RADIANT COLORS** are putting a lot of punch into a wide range of advertising. Radiant Color Co., 830 Isabella St., Oakland 7, Calif. has just published an interesting brochure showing how 23 companies and their agencies use fluorescent papers and ink to create advertising impact . . . in all printed media. One page of the brochure tells how the dazzling colors can be handled best in production, gives tips on printing processes, etc. If you write to Radiant Color Co., they'll be glad to send you a free copy.



□ **HARRY A. PORTER**, grand sacem of the graphic arts, has finally retired. He withdrew late in July as senior vice-president of Harris-Seybold Co., printing equipment manufacturers of Cleveland . . . but will continue as part-time consultant to the company and industry he served for fifty years. He started with the company at age 19 and became known as the "champion of lithography". Besides his championing all sorts of causes in the graphic arts . . . he was president of the DMAA in 1949-1950. Last year, he was elect-



□ **THE UPCOMING PRESIDENTIAL ELECTION** offers a big opportunity for you to use a timely tie-in promotion. Here's two stock promotion items worth considering: One is a handsome two-color **1956 Presidential Handbook** published by Brown & Bigelow, 1286 University Ave., St. Paul 4, Minn. The 24 page, pocket size publication gives a raft of facts concerning presidential elections, historical and current statistics on the government and special information of significance in this 1956 election. With imprint on the back cover, the handbook makes an excellent election-time giveaway. Another item is a clever **1956 Election Gadget** offered by the Halco Co., 165 Dwight St., New Haven, Conn. Features a pull-tab gimmick which changes the picture of the Republican candidate to that of the Democratic candidate, and vice versa. Bottom part of the gadget carries sales message and imprint. Write to Halco and Brown & Bigelow for prices and samples.

ed the fourth (and only) Honorary Life Member of that association. All of us look forward to seeing Harry at DMAA conventions for many years to come. He can't miss them . . . for he has so many friends.



□ **"THE LITTLE RED BOOK"** is a compact booklet showing the many binding services of Sloves Mechanical Binding Co., 601 W. 26th St., New York 1, N. Y. Entire booklet is patterned after the telephone book's classified pages . . . with alphabetical and illustrated listings of binding formats (from "albums" to "Zipalopes"). Each "Where to Buy It" item is tied in with Sloves' address and telephone number (Algonquin 5-2552). If you're looking for binding ideas, you might get this booklet and look through "Sloves Yellow Pages".



□ **"POODLES FROM PARIS"** is a new mail order idea which is getting a big play in consumer magazines. World-Wide Kennels of Darien, Conn., flies aristocratic canines (registered with

the French Kennel Club) from Paris . . . direct to American mail order customers. The 7 to 12 week-old pedigreed poodles come beautifully clipped and pedicured "in latest Parisian style". Pan American Airways pampers the pooches en route . . . so they are guaranteed to arrive in tip-top condition. Poodle fanciers are buying the French dogs by mail from World-Wide Kennels at prices ranging from \$119.95 up.



□ **COMPETITION FOR ATTENTION** shouldn't be taken lightly (as we tried to emphasize in June and July *Reporters*). Hope all of you read the article starting on page 63 of July 2, 1956, issue of *Newsweek*, titled: **Competitive Target—Your \$\$**. It is a provoking report on the terrific competitive battle which is on now and will be on for no one knows how long. The prediction is that the struggle for sales will grow rougher (including tactics) in the months ahead. You direct mail planners will have to recognize the challenge of this competition for attention and dollars. You'll have to be good. If you want to last, that is.



when  
it must  
be on  
time,



Reproduction Department, National Homes Corporation  
Lafayette, Indiana

it should  
be on  
**Atlantic Bond!**

When there's a deadline that must be met, you can always count on ATLANTIC BOND! Here's why:

ATLANTIC BOND, the genuinely watermarked, #1 Sulphite Bond, which is first in its field for sales, is first in "runability"! ATLANTIC BOND'S "just-right" bulk and rigidity mean smoother running always. And ATLANTIC BOND is moisture-controlled for dimensional stability...assuring more accurate register on every run—no wasted time and effort on re-runs.

ATLANTIC BOND is first in *performance*, too. It's a better-formed, better-looking paper—impressions "take" better...look sharper, clearer. Next time the job calls for *speed*—and must still be first in *quality*—it's good business to make ATLANTIC BOND a "must"!



**Atlantic Papers**

PRODUCTS OF EASTERN CORPORATION, BANGOR, MAINE - MANUFACTURERS OF QUALITY PAPER AND PULP -  
MILLS AT BANGOR AND LINCOLN, MAINE - SALES OFFICES: NEW YORK, BOSTON, PHILADELPHIA, CHICAGO AND ATLANTA

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